



This is a digital copy of a book that was preserved for generations on library shelves before it was carefully scanned by Google as part of a project to make the world's books discoverable online.

It has survived long enough for the copyright to expire and the book to enter the public domain. A public domain book is one that was never subject to copyright or whose legal copyright term has expired. Whether a book is in the public domain may vary country to country. Public domain books are our gateways to the past, representing a wealth of history, culture and knowledge that's often difficult to discover.

Marks, notations and other marginalia present in the original volume will appear in this file - a reminder of this book's long journey from the publisher to a library and finally to you.

Usage guidelines

Google is proud to partner with libraries to digitize public domain materials and make them widely accessible. Public domain books belong to the public and we are merely their custodians. Nevertheless, this work is expensive, so in order to keep providing this resource, we have taken steps to prevent abuse by commercial parties, including placing technical restrictions on automated querying.

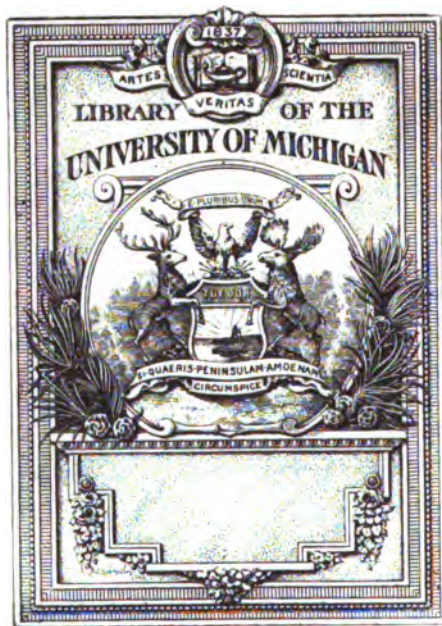
We also ask that you:

- + *Make non-commercial use of the files* We designed Google Book Search for use by individuals, and we request that you use these files for personal, non-commercial purposes.
- + *Refrain from automated querying* Do not send automated queries of any sort to Google's system: If you are conducting research on machine translation, optical character recognition or other areas where access to a large amount of text is helpful, please contact us. We encourage the use of public domain materials for these purposes and may be able to help.
- + *Maintain attribution* The Google "watermark" you see on each file is essential for informing people about this project and helping them find additional materials through Google Book Search. Please do not remove it.
- + *Keep it legal* Whatever your use, remember that you are responsible for ensuring that what you are doing is legal. Do not assume that just because we believe a book is in the public domain for users in the United States, that the work is also in the public domain for users in other countries. Whether a book is still in copyright varies from country to country, and we can't offer guidance on whether any specific use of any specific book is allowed. Please do not assume that a book's appearance in Google Book Search means it can be used in any manner anywhere in the world. Copyright infringement liability can be quite severe.

About Google Book Search

Google's mission is to organize the world's information and to make it universally accessible and useful. Google Book Search helps readers discover the world's books while helping authors and publishers reach new audiences. You can search through the full text of this book on the web at <http://books.google.com/>

B 50827 1



HF
5823
.J66
1.5



At the lone entrance to Mobile Bay

Copyright by Hart Schaffner & Marx

YOU want your clothes to be as good as they look; our name in them is your assurance of quality.

Find it when you buy clothes.

Hart Schaffner & Marx

Good Clothes Makers

Chicago

Boston

New York

Reduced full page from Collier's. Prepared and placed by Williams & Cunningham, Chicago.

LIBRARY OF ADVERTISING

**ADVERTISING DIFFERENT
LINES OF BUSINESS**

**COMPILED AND EDITED BY
A. P. JOHNSON
ADVERTISING MANAGER
THE CHICAGO RECORD-HERALD**

**CREE PUBLISHING COMPANY
CHICAGO**

COPYRIGHT 1911

BY

CREE PUBLISHING COMPANY

Copyrighted and Registered at Stationers' Hall, London,
England, by Cree Publishing Company, Chicago,
Illinois, U. S. A., 1911.

All rights reserved.

Dedicated to
CHARLES H. HAMBLIN

FOREWORD

The object of this volume is to bring to the attention of the student of advertising some of the problems which confront the advertiser or advertising manager of different lines of business. No attempt has been made to cover all the products, articles or business pursuits which have been made, benefited or popularized through advertising. Such an effort would require more space than could possibly be allotted to any set of books on the subject and would result in countless repetitions and unnecessary study.

The editor has endeavored to choose from the thousands of advertised lines a few products so remotely related to one another as to give the widest range of advertising study. Still, it will be found that the contributors, none of whom had any knowledge of what the other was writing, have used, in a measure, the same principles in advertising their products or their respective stores successfully. They differ in methods and sometimes in essentials, but underlying their effort is a certain uniformity of thought. The illustrations and sample advertisements used are known to have brought results and are reproduced regardless of theory, appearance or artistic appeal.

TABLE OF CONTENTS

Part I. Mail Order Advertising.....	13
<i>By Maurice Rothschild and Albee Smith, Jr.</i>	
Part II. Financial Advertising of Banks and Trust Companies.....	89
<i>By Charles H. Ravell.</i>	
Part III. Advertising Furniture.....	139
<i>By G. R. Schaeffer.</i>	
Part IV. Piano Advertising.....	169
<i>By H. Jenkins.</i>	
Part V. Advertising Men's Wear.....	213
<i>By Herbert J. Conhaim.</i>	
Part VI. Advertising Boots and Shoes.....	235
<i>By William Reed Crawford.</i>	
Part VII. Advertising a Drug Business.....	257
<i>By Charles Albert Smith.</i>	
Part VIII. Advertising a National Brand of Soap.....	307
<i>By Charles S. Pearce.</i>	
Part IX. Advertising Stoves and Ranges.....	327
<i>By C. A. Eddy.</i>	
Part X. The Advertising of Electric Light Power.....	347
<i>By William D. McJunkin.</i>	
Test Questions.....	
Index	

PART I

MAIL ORDER ADVERTISING

BY MAURICE ROTHSCHILD

Advertising Manager Chicago House Wrecking Co., Chicago

AND ALBEE SMITH JR.

Selling Direct to the Consumer

Mail order advertising is undoubtedly the most fascinating and interesting of all the advertising and merchandising fields.

Selling direct to the consumer calls for an appreciation of the average of human nature.

And the history of the mail order business, as it has a bearing on the possibilities of the future, should relate, as far as possible, what ought to be done, rather than what has been done, although this field of advertising and selling has taken a place in the business world today which is second to none—not even “Old General Publicity.”

The effort of the writer on this subject, if his suggestions are to prove profitable reading to not only the experienced mail order advertiser, but also to the business man who is considering the question of selling direct to the consumer, should, I believe, be directed in a suggestive way

toward the possibilities of the future, based upon the experience of the past.

And it has been my experience that on this subject there are few authorities so practical as the successful mail order advertisers themselves, each of whom knows the "personal" and "intimate" reasons for his success.

History is making and remaking itself in the mail order business every year.

There are the "old" mail order successes, many of which are continuing in business, spending as little money on advertising as they possibly can help spending, and cashing in from year to year on prestige formerly established in the confidence of the people in their products—cashing in on the "habit" of the consumer once formed, which leads to re-orders, although the stress of competition in all fields has largely tended toward the elimination of the weaker of the old-time mail order concerns, owing to the aggressive and dominating force of present-day methods backed by unlimited capital in almost every field of direct selling advertising.

There are several notable exceptions, where those first in the field in their particular lines have made such conspicuous success and have become so strongly entrenched in good will created among the people of this country, as well as in their accumulation of capital, that, even though these few concerns were to stop advertising, their prestige would continue probably through the present generation and prove a very valuable asset to the sons, and grandsons even, of the founders of these institutions if they were simply to

One Million Style Books for One Million Women of Style

America's largest, finest, most exhaustive and authentic Fashion Guide for all feminine ready-to-wear attire and dress accessories—and nothing else.

Write For Your Copy Today

It will be sent to You Postpaid—Without Delay

WE HAVE reserved one million Style Books for just so many women, we cannot guarantee our supply later on, but we do guarantee to supply your copy if you write for it—now—today. The alert, clever woman is looking for just such an opportunity as this fashion book presents, to grasp it means the saving of one-half your dress allowance, besides enabling you to be more stylishly and becomingly attired.

This book positively contains the greatest—the most wonderful fashion display ever shown. We cannot do more than urge you to write for it—than to offer it to you—free. But you must take the initial step and ask us to mail you the copy which we have here—reserved for you.

If, in addition, you wish to see the newest Fall materials, our sample department will be glad to serve you; simply state your preferred colors and a large assortment will be sent; but the main thing is

Act Quickly—Don't Delay—Surely Write Today

Fall styles were never prettier. We know you will enjoy every page of this book. We have stored to grasp your every idea—to fulfill your every wish—to furnish you with merchandise of dependable quality at America's lowest prices; so now, when you, in the quiet and leisure of your home, allow the beauty of the styles, the fairness of the prices to present to you their own argument?

Note the Range of Departments and Prices:

Ladies Cloth Coats, \$4.75 and up	Ladies Mink Ponchos, 80c and up
Ladies Fur Coats, \$12.95 and up	Lace Collars, 15c and up
Ladies Furs, \$1.95 and up	Ladies Dresses, \$8.95 and up
Ladies Suits, \$8.95 and up	Ladies Jewelry Novelties, 15c and up
Ladies Kid and Faux Gloves, 25c and up	Ladies and Misses Sweaters, \$1.90 and up
Ladies Trimmed Hats, \$1.95 and up	Misses Coats, \$4.90 and up
Ladies Fur and Maroon Hats, \$1.75 and up	Misses Hats, \$1.95 and up
Ladies Ready-to-wear Hats, \$1.75 and up	Misses Suits, \$6.95 and up
Ladies Skirts and Ready-to-wear Hats, 90c and up	Misses Dresses, \$6.95 and up
Ladies Blouses, 95c and up	Misses Skirts, \$1.90 and up
Ladies Fancy Feathers, etc. 50c and up	Girls' Coats, 90c and up
Ladies Waists, 75c and up	Girls' Coats, \$1.90 and up
Ladies Hats, 25c and up	Children's Coats, \$1.09 and up
Ladies Skirts, \$2.50 and up	Children's Dresses, 49c and up
Ladies Kimonos, 75c and up	Children's Bottoms, 25c and up
Ladies Faux Fur Coats, 80c and up	
Ladies Silk Petticoats, \$2.90 and up	

We guarantee that any garment, whether a Suit, Coat, Dress or Skirt, will be received by you in your exact size—a perfect fit—ready for instant wear.

And if after you have ordered from us, you should at any time, doubt the wisdom of your selection, we want you to know that we stand ready to refund your money, for we would not knowingly have you keep anything that was not absolutely satisfactory from every standpoint.

Don't turn this page until you have written for your copy of this Style Book. Ask for No.

PHILIPSBORN The Outer Garment House
197-199 E. ADAMS STREET CHICAGO, ILLINOIS

One of
These Books
Awaits
Your
Request



Attractive, Interesting and Compelling Mail Order "Copy" for a Leading Outer Garment House.—From "People's Home Journal," New York.

continue doing business and "fill orders" which they would continue to receive "by mail."

And, while it is not my purpose to make comparisons here, or to bring to the forefront of mail order advertising the names of concerns which have attained success, so much as to point out, as I see them, the reasons for their successes, it would be impossible to write on this subject without recognizing certain conspicuous successes in this field, which I shall endeavor to bring out here as having their bearing on this subject, both in the past and today—as well as, of course, in the future. This is a large subject and, from the nature of my own interest in it, from the character of the work which I have made my life-long study, I don't mind saying here that I tried to "side-step" the invitation extended to me to be the author of an article covering mail order advertising.

But if, in this way, I can do my share toward contributing to the filling of "white space" and helping others, I am glad to do so.

My inspiration as a student of mail order advertising has always been, and is today, enthused by the successes of others whom I watch closely, not only in competitive fields, but in every line of mail advertising.

This is no easy road to "get rich quick." Mail order advertising depends on net results for its existence.

It is absolutely what even the advertising "schools" have made capital of in their curriculums—"salesmanship" on "paper"—easily said, but let's see what it means, so far as we have been able to understand it.

No Secret About Mail Order Business.

There is no "secret" about the mail order business—except what you pay for your merchandise or what it costs you to make it.

Everything about any mail order business, with that exception, is open and aboveboard—no mystery about it—because in every instance the consumer—the man at the end of the line who wants to buy the goods, or thinks he does, can, by writing to any concern that sells by mail order, find out and accumulate, for his own use or purposes, all of the bulwarks of any mail order advertiser.

Outside of the capital back of any mail order concern and the product or products which it offers, and the brains in executive position, and the good will established by honest, straightforward policies, the main thing, first, is the use for and quality of the product or products offered, and the next is the excellence of the literature and "follow-up" which embody the selling schemes and plans and propositions that create the desire on the part of the consumer to purchase that particular product or those products.

And the test of any advertising that is entitled to be called real advertising, whether it be mail order, general publicity or whatever you have a mind to call it, is in net results.

"Net results" are what count.

This is a subject which cannot be learned from books.

It is a subject which, even though I have been devoting

the best years of my business life to it, practically "twenty-four hours a day," is one that I am glad to hear about and give my time to at any time in considering the advice of others.

In fact, when, in order to justify myself in the attempt to cover this subject here in a practical manner, I was considering writing this chapter, I dropped into one of the leading book stores of Chicago the other day to inquire of a friend of mine about what books or printed matter he could let me have on this subject.

It happened that he was a dealer in all kinds of second-hand books, from the most expensive old bindings and editions, etc., on down through the list to the barter and exchange of all classes of literature.

I went to him because I believed that he was one of the best authorities in the country on all subjects in print, and he said to me:

"I have nothing at all on the mail order subject—not a thing. I have calls for such books every day, too. All books or articles on that subject are comparatively of recent issue and people are not selling them."

I thought that particularly interesting—that people who have been able to find anything on the subject of mail order advertising "are not selling them."

Then I went to one of the largest book stores in Chicago, which carries, or will promptly get, all books on any subject on demand.

I found about half a dozen books on the advertising sub-

ject, but out of all of these there were only a few brief chapters on mail order advertising.

I went even further than that and endeavored, through going over the bound files of leading advertising periodicals, to refresh my mind on the various phases of this subject that I have heard discussed or read during many years; but I was unable to find, in any sort of concrete form, any book or books of reference which, in as broad a way as I should like to find, discussed the subject of mail order advertising.

So I gave it up.

And, in the course of what I shall say here, if the reader or other writers on this subject shall find that I have repeated anything that has ever been said on this subject, I shall admit conviction here in advance, or upon accusation, on the ground that the greatest truths are well known axioms on any subject and any writer may be pardoned, in attempting to write on such a subject as this, if he repeats, in his efforts to be plain, some or all of the advices and experiences of those with whom it has been his good fortune to discuss this subject, or of any authorities on this subject, which he believes to be of most practical help.

So far as I am concerned, or the people with whom I am associated are concerned, we make no "mystery" about our business or our methods.

Our records and files and systems are open to the public at any time—especially to any of our hundreds of thousands of customers, whom we cordially invite to visit us when

they find it convenient, either our customers who live near us or farthest away.

And it is with no spirit of criticism that I say that it has often been a matter of personal amusement to me to note the attitude of secrecy and mystery with which some men engaged in the mail order business attempt to surround their particular interests, as if to guard themselves against "discovery."

For my part, I have always found most practical value in discussing and comparing methods with men experienced in handling a great variety of mail order accounts, involving the expenditure of millions of dollars annually for their clients in all different lines, as recognized and successful advertising agency men do.

And I have never found that my confidence was misplaced in talking openly and frankly with the publishers and their representatives who are, from the nature of their dealings with all different lines and with competitors in this business, as is also the case with advertising agency men, necessarily in a confidential position, except as to generalities that have a bearing upon conditions in the mail order advertising field. As I said before, on this subject there are few authorities so practical as the successful mail order advertiser himself, because he knows the "personal" and "intimate" reasons for his success, although for those very reasons we must all be on our guard not to be too optimistic that we are so qualified that we ourselves could go out and "do likewise."

If a business-man wants real advice on this subject, whom shall he go to?

You can't get it from those who have no interest in telling you—those who cannot profit by handling your business or having a share in handling it; but, in this connection, it is a curious, although, I believe, natural condition, that advice on this subject can be best secured from the Central West, where the great majority of successful direct selling mail order advertisers have made practically all of the history that is worth relating in this field.

It is undoubtedly a fact that the "East" has understood "advertising" from the beginning as "general publicity" and I believe that unprejudiced experienced advertising men or advertisers will tell you that the "East" does not understand mail order advertising as the "West" does.

This has come about naturally with the development of business in this country along the lines of least resistance or as necessity has demanded.

The East, taking the North Atlantic and New England states, as well as that territory which is becoming more populous in the field westward from the Atlantic Coast, had not so much *need* for utilizing the facilities of covering distance as we have had from the start in the West.

So western, centrally located business concerns, taking into consideration the question of distance, created most of the mail order business and devised methods of making it easy and satisfactory for the consumer to purchase all products of his needs with least resistance and with the greatest convenience.

Buy Furniture from the Finest Stock in America



R 2150 \$3.95
Morris Chair
Easily Worth \$7.00.

If you don't think so
send it back at our expense

Annual Sales Probably Larger Than Any Other Retail House in the World. Our Policy—WHOLESALE PRICES ON FURNITURE OF UNUSUAL EXCELLENCE

Would you consider it a privilege to be able to visit all the great city stores and look over the metropolitan display of stock, when you want a new piece of furniture, a rug or carpet, or have decided to furnish a new room or refurnish an old one? It would be a satisfaction, at least, to see as many styles as possible and to decide after thorough examination and comparison.

You Can Do That Very Thing Without Leaving Home

Last year a prosperous looking couple visited the Montgomery Ward store. They lived in New York State and had become acquainted with us through buying from our Grocery List. They asked for the Furniture Division and were shown our Furniture Book and samples. They were

furnishing a new house complete and had visited furniture stores in three of the largest cities, one of them New York, before coming in to see us. After having seen goods in all these stores and taken careful note of qualities and prices, they gave us an order for the furniture for their new home.

When People Really Know Our Goods and Prices. We Always Get the Order

If these people, after having shopped in the finest furniture stores in the country, could buy with satisfaction and profit at Ward's, so can you. The stock they found as stylish, as well selected, and as

high in quality as those of the metropolitan stores is here for you to select from. Better yet, you don't have to come to Chicago to see it. We can show it to you wherever you are.

LET US SEND YOU OUR FURNITURE CATALOGUE

One hundred and twelve illustrated pages of furniture, more than 1,500 items to choose from, every piece fully and truthfully described. Furniture for every room in the house, carpets, rugs, curtains, in endless variety, all at prices away below what you would pay for goods of the same quality anywhere else. See the sample shown above.

Drop us a postal saying "Send me your Furniture Book". Address the house nearest you, either Chicago or Kansas City

Montgomery Ward & Co.

19th and Campbell Streets
KANSAS CITY, MO.

133

Chicago Avenue Bridge
CHICAGO

Special Bargain Offered by Mail Order Designed to Get Later Orders from
Free Catalog.—From "Farm and Home," Springfield, Mass.

Be An Independent Buyer

"A Kalamazoo Direct to You"

TRADE MARK REGISTERED

**—“And Gas
Stoves, Too”**



**Oven Thermom-
eter Makes
Baking Easy**

tomers in 21,000 towns. Over 400 styles and sizes to select from.
\$100,000 bank bond guarantee. We *prepay all freight* and give you

- 30 Days' Free Trial
- 360 Days' Approval Test
- CASH OR CREDIT

Write a postal for our book today—any responsible person can have same credit as your home stores would give you—and you save \$5 to \$40 cash. No better stoves or ranges than the Kalamazoo could be made—at any price. Prove it, before we keep your money. Be an independent buyer. Send name for *Free Catalogue No. 183*.

**Spend One Cent For
This Big FREE Book**

Our Big Free Stove and Range Book gives you our factory wholesale prices and explains all—saving you \$5 to \$40 on any famous Kalamazoo stove or range, including gas stoves. Sold only direct to homes.
Over 140,000 satisfied cus-



Kalamazoo Stove Company, Mfrs.,

Kalamazoo, Michigan

Example of Small “Copy” Which Brought Excellent Returns on Mail Order Stoves and Ranges.—From “Christian Herald,” New York.

23

Must Give Satisfaction.

And I want to say right here that the great basic principle established by experience and success in this line—the principle upon which, in the future especially, success is to be attained in this line—is the principle of “*absolute satisfaction or your money back.*”

The principle is the basic groundwork of the biggest asset that any mail order concern can have—the good will of the public whose patronage it seeks.

This is based, of course, upon *quality* and the economy of purchasing at a *price* which makes the transaction satisfactory to the consumer—not only once, but at all times.

I believe that the reason that so little has been written on the subject of mail order advertising is that so little is *known* to men who make their living by writing for the general enlightenment of the public.

Men engaged in this line of work are so continuously employed in the solution of their own problems that they have little time and less inclination to write in an advisory capacity along these lines or to seek either honor or profit by attempting to elucidate the many questions solved by their experience.

It is undoubtedly the great far-reaching tendency of the times to eliminate the middleman—the many middlemen—who come between the manufacturing world and the consuming public.

And there are still “everlasting fortunes” to be made in

the mail order field by business men with a "product" and the "capital," who will investigate the economic features of dealing direct with the consumer, which can be done in no other way than by mail order. Even with the dominating influence of such strong mail order concerns as are already in the field entrenched in the confidence and good will of the mail order buying public, it might be said that the field has only been "scratched."

So, under the different phases of the mail order advertising subject, as I shall attempt to take up each separately under headings as they suggest themselves, some of the possibilities and limitations will be noted.

What is mail order advertising?

Government Protection.

Looking backward, mail order advertising, I believe, may be said to have attained its present-day unquestioned standing in the commercial world by vigorous methods of elimination exercised in the protection of the public by the drastic methods of the Government through its proper and arbitrary powers, as exercised by the postoffice department in the protection of the mails—by the courage of publishers in the pursuit of honest methods, and by the success of legitimate business enterprises conducted upon the basis of "honesty is the best policy." The early history of the mail order business is rotten with misrepresentation, swindles and plain, ordinary robbery.

But this is mentioned only because the credibility of

human nature was used in those days as a basis of swindling and, to point out the contrast of present-day square dealing, even though such has been enforced by the combined strength of the Government and the publishers, as well as by the education of the people at large on the ancient pitfalls and the eventual putting out of business of practically all of that class of fakers. So long as there is an under world and crooks continue to work their trades and ply their practices, only the strong arm of the law stands between the innocent and honestly intentioned purchaser and the separating of his money from him by all forms of practicing upon his credulity.

But the power of the Government, through the post-office department, and the power of the press of all classes, as exercised by reputable publishers in their militant and praiseworthy, as well as continuous, campaigns against fakes, has helped in a large measure to make for the great success of the mail order business. Success has been accomplished along such important and remarkable lines, during the past few years especially, that the mail order business has attained its present-day worthy position of respectability and no longer blushes when the subject is mentioned.

Mail order advertising has, within the past few years, been largely relieved of the burden of medicine and cure fakes—mining and stock swindles—religious and mind cure frauds—get-rich-quick schemes—advertising with hidden meanings—“agent fakes”—and land fakers, although the latter have, within the last two years particularly, been able to dispose of probably millions of acres of land at

exorbitant prices, owing to the general tendency of people of large cities toward a "back to the land" movement.

These general blots on the general mail order subject are mentioned in order to bring to the forefront the worst that can be said on this subject.

And it is only fair to state that about the only class of media in which such propositions as those just mentioned can today secure space is the daily and weekly newspaper, although, in justice to high-minded publishers, it is only fair also to state that newspapers of highest standing in their community now refuse to accept questionable business of this character and for that reason are entitled to the hearty support not only of their readers, but of the entire business and advertising world.

Functions of Mail Order Advertising.

Having in a short way passed over that feature of what has been necessarily conducted as a part of the mail order business of this country, and to get down to what *really constitutes* the great, dominating, powerful mail order business of this country today, we can consider the subject along broad lines and endeavor to point out the various phases of the mail order business which will prove interesting in a practical way to practical men. Mail order advertising secures distribution by mail, express or freight, direct to the user—the consumer—and is distinguished, in this respect particularly, from general advertising or general publicity, which is conducted for the purpose of im-

pressing trade marked products, or the exclusive claim for consideration of brands, etc., upon the buying public, where distribution is carried on through the media of travelling salesmen, brokers, jobbers, retail dealers, agents, etc.

Advertising which comes the nearest to being similar to mail order advertising is retail advertising, as conducted locally in any community by retail stores, however large or small, which depend, for their trade, upon attracting customers to their stores where the goods are displayed.

But mail order advertising labors, from its very nature at the outset, under a burden which neither of the other two has to carry.

That is, that in the case of general publicity advertising, as well as in retail advertising, the eventual buyer—the consumer—has an opportunity of seeing and deciding upon the desirability of the goods or products offered before he pays his money.

Mail order advertising, on the other hand, must first create confidence in the buyer that he is going to get a square deal—that the product or products offered are all that is claimed for them, besides, in probably a great majority of cases, creating the desire for the product, in such cases as luxuries especially, before the eventual buyer even has a chance to see that in which the advertising seeks to interest him.

So, on account of competition as it undoubtedly exists today in the mail order field, covering practically every human need and every article of luxury or enjoyment

A LABOR SAVER

IN THE KITCHEN

\$11.28 For a High Grade KITCHEN CABINET

Better quality than cabinets usually sold at these prices. Would cost double our price at retail. This cabinet is in fact a whole kitchen in the compass of a cupboard, making the work of cooking easy, sanitary and economical, besides assuring better results, just as a workman can do better with good tools than with poor ones.

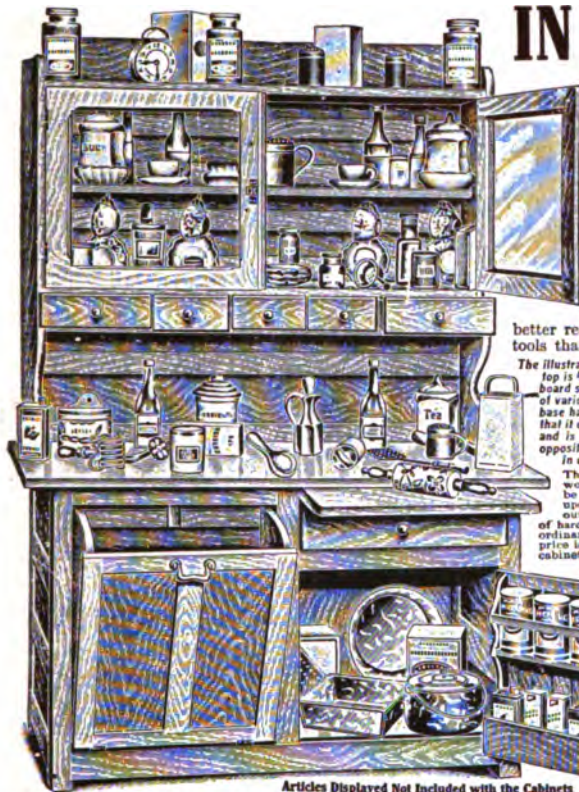
The illustration shows as well as a picture can the details of this cabinet. The top is 43 inches high, 38 inches wide and 10 1/2 inches deep, making more cupboard space than usually found in a cupboard of this style. It has five drawers of various sizes and two glass doors, all well made and perfectly fitted. The base has a large flour bin, 12x16 1/2, made of hard wood. It is so constructed that it can be removed for cleaning. The space back of the bin can be used and is easy of access. The large drawer and a cupboard occupy the space opposite the flour bin, affording sufficient room for most of the utensils used in cooking and the materials not otherwise provided for.

The large kneading board, 16 1/2x28 1/2 inches, is made of clear birch with hard wood cleats on each end to keep it from warping out of shape and can be pulled out part way, as shown in the illustration, resting for support upon the solid part of the frame. Or, if desired, it can be pulled clear out and placed on top of the table. This cabinet is carefully constructed of hard wood, well finished and is a complete pantry in the space of an ordinary kitchen table. It is a practical and high grade piece and at our price is the greatest value that has ever been offered in a large, well made cabinet. All our cabinets are of a much higher grade than usually sold at these prices, and we can guarantee satisfaction on every one, as they are made by a factory producing the highest grade goods in this line and we know that it will please you. Shipped direct from factory in Michigan and weighs about 160 pounds.

RF 2745—Price at factory.....\$11.28
Price with nickel plated zinc top (at factory).....12.75

THIS BOOK

Will be sent to any address. Write for it today.



Articles Displayed Not Included with the Cabinets

SHOULD YOU WISH TO MAKE A SELECTION FROM OUR LARGE LINE OF KITCHEN CABINETS, or should you desire other articles of furniture, or carpets, rugs, linoleums, oil cloth, shades, lace curtains, and similar house furnishings, ask us on a postal card to send you our new and complete

FURNITURE AND CARPET CATALOGUE

and we will supply you at once. We are among the largest dealers in these lines in the world, and our vast assortment is sure to contain just what will suit you, at very much less than usual prices in stores, quality for quality.

In the Furniture Catalogue we wish to send you we illustrate and describe the newest and best styles for every room in the house—the parlor, living room, library, den, bedroom, dining room, kitchen, and all the rest. In it you will find complete sets and odd pieces, rockers, Morris chairs, day-ports, metal beds, mattresses, springs, pillows, wall pictures, mirrors, bureaus, commodes, parlor suites, and every nature of ornamental and useful furniture to add to the pleasure and comfort of the home. DO NOT order anything in this line till you have seen this wonderful catalogue of Furniture that we are waiting to send you. It will open your eyes to the true way to furnish your home for very least cost, and never again will you be content to pay high prices for this kind of goods.

This \$11.28 Kitchen Cabinet here advertised, will be shipped you direct from the factory where it is made, in Michigan, and will reach you without the fly specks or the shop worn look so many furniture pieces have when you buy them in a store. It will be new, clean and sanitary, and safe delivery is guaranteed in every case.

The Freight will amount to but little, and the freight and our low price together will make the cost of this rich cabinet much less in your home than it could be had for anywhere else. Send your order for the kitchen cabinet or your request for the Furniture Catalogue to whichever address is nearest you:

19th and Campbell Sts., Kansas City; or Chicago Avenue Bridge, Chicago
MONTGOMERY WARD & CO., CHICAGO AND KANSAS CITY

Price-Cutting Mail Order "Copy" Made Especially Compelling by Fully Equipped Cabinet Shown Large in Wood Cut, with Big Catalog to Be Sent Free, Etc.—From "Prairie Farmer," Chicago.

known in the manufacturing world, this is no easy road to success, or wealth.

Prices in competition are today made so low by mail order concerns, that even for similar quality the big department stores which buy in largest quantities can scarcely meet mail order prices in their retail departments, although a great many of the large department stores have established most successful mail order departments conducted strictly upon a mail order basis and in which they are able to make prices below their own retail prices, because of less expense for selling.

With over two-thirds of the population of the United States located in the country and small towns and villages far away from manufacturing and distributing centers, the mail order field will readily be appreciated as a large field of operation—a field unlimited to a man with a good “product” and sufficient capital to make a start that will carry him until he is able to get “over the hill” and have his profits take care of his business and himself, as well as enough profit to keep continuously broadening and doing a larger volume of business.

In the mail order business the old statement is undoubtedly true, that small profits, often repeated, form a strong basis of success. In the mail order business the manufacturer's cost of selling is reduced to the minimum. Prices can be made so low by cutting out the middlemen as to underbid local competition by retailers or agents, certainly in small towns and country communities. Mail order houses

by purchasing in enormous quantities and selling in enormous volume can shade prices to a very low margin.

Rural free delivery and the parcels post have stimulated buying in country and small town communities by mail order. Especially among the farmers, who are the country's greatest producers of wealth, buying by mail order has become most popular.

High Standard Brings Confidence.

The mail order buying public has been educated to understand the advantages of buying by mail order, and has confidence, which is the greatest point of resistance that is necessary to remove in any mail order selling plan. And in the history of mail order advertising nothing has done so much to foster this confidence as the absolute principle of square deal — satisfaction or money back — established by far-reaching, powerful and strictly business-like concerns conducted on the "honesty is the best policy" basis, such as Sears, Roebuck & Co., Montgomery Ward & Co., Chicago Housewrecking Company, "Kalamazoo Direct to You" Stove Company, John M. Smyth Company, William Galloway Company, Spear & Co., Ohio Carriage Manufacturing Company, American Harrow Company, National Cloak & Suit Company, also many other concerns in respective lines whose honest successes have been made along similar lines, even though they have not, like the above companies, been such aggressive or conspicuously large users of space in media read by the great mail order buying public.

These concerns mentioned do a business which, in the aggregate, reaches into hundreds of millions of dollars.

Yet, practically all of them started in a most modest way, with one or two exceptions, where the tendency of the times toward selling "direct to the consumer" was taken up in recent years, after building up a strong business, employing traveling salesmen, etc., as was the case of the American Harrow Company, particularly.

The history of each one of these concerns would in itself prove a very interesting chapter as long as the space devoted to this entire subject here—in fact would, in almost any instance, fill a whole volume with most interesting contrasts.

The history of almost any of the concerns mentioned may be found related to a great extent in their literature, in which they take the public into their confidence.

Some of those mentioned issue such elaborate catalogues that it is necessary for them to spend from one million to two million dollars a year each, respectively, in publishing and mailing them. Some of these catalogues weigh as high as three pounds.

Yet practically none of these concerns has been in business longer than a quarter of a century—most of them not that long—and several of the greatest and most promising successes in their respective lines have been in business only five or six years.

One of these concerns spends over one million dollars a year for postage alone.

Now, I believe that it will interest the practical reader, who is following this subject with a view to the consideration of its bearing upon his business, to go into the phases of the mail order subject which would be applicable, in a general way at least, for consideration in his case.

Publications and Mediums.

The first consideration may be media—including the various classes of publications in which advertising direct to the consumer should appear.

Of course, every proposition must take into consideration the character of the product and the class of people to whom it may be sold direct and publications must be chosen which are read by that class of people.

And, in choosing the class of publications—the actual publications themselves—in starting a mail order campaign, it is safest to follow the lead of successful advertisers with a similar product, although the first advice that I would give in this line, as well as in the line of the preparation of the entire advertising campaign on any mail order proposition, where the prospective mail order advertiser is inexperienced, would be that he seek the counsel of some recognized, successful advertising agent, rather than attempt, especially in the beginning, to go it alone.

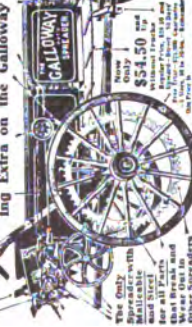
But I might say right here that this is no brief in the interest of advertising agencies or publishers of any class, although it is my effort conscientiously to suggest ideas



Here are Part of the Beauty Main-Structure and Equipment at This World-Famous Galloway Roller-Feeder Factory

Galloway Says "Till Tell You Why"
 To the Farmers of America—I can now make you a proposition based on 30,000 Galloway Roller-Feeder Tractors, which you simply can't see. Spreaders a year, which you simply can't see. So low that you simply can't afford not to have one. When you write me I will tell you why and make you my Special Proposition.

My New Roller-Feeder Is Worth \$50 Extra and Costs You Nothing Extra on the Galloway



The Only Roller-Feeder with Built-in Spreaders, and Steel Discs for Soil and Seed. Write for the Galloway Roller-Feeder and its Extraordinary Features. Our Operators

From 50 to 70 Bushels Capacity

Made in 5 Sizes

We can furnish any size to you

—Wagon-Box Spreader alone or complete—with first-class wooden trucks or complete with steel trucks—and save you money all the way



These are Part of the Beauty Main-Structure and Equipment at This World-Famous Galloway Roller-Feeder Factory

Get Galloway's Clincher Proposition for 1910 to See How Much More Money You Can Make on Your Farm This Year
 —It's Net Results That Count

Let me tell you how to cash in for biggest profits in your valuable manure. Let me also tell you how to make more money on your farm this year in many ways. This is mainly to show you what the Galloway Organization means to you and me.

Write me today, and let me tell you all about Galloway Spreaders. You to be the sole judge. Freight prepaid to you anywhere direct from my factory on 30 Days Free Trial. Money back at 6% interest after 30 days. Our prompt delivery now. Get in early this year—It will pay.

William Galloway, President
 The William Galloway Company,
 of America
 Galloway Station, Waterloo, Iowa

Write me today, and let me tell you all about Galloway Spreaders. You to be the sole judge. Freight prepaid to you anywhere direct from my factory on 30 Days Free Trial. Money back at 6% interest after 30 days. Our prompt delivery now. Get in early this year—It will pay.

Free Book

Get and this complete and useful 16 page book!

Free Book

Get and this complete and useful 16 page book!

Free Book

Get and this complete and useful 16 page book!

Free Book

Get and this complete and useful 16 page book!

Free Book

Get and this complete and useful 16 page book!

Free Book

What Galloway's Organization Means

THIS announcement is to let you see more of what The William Galloway Company, of America, represents. Here are as many of the 727 men and women of our Company as we have room to show. We have a perfect organization. All Galloway machine prices are based on our tremendous factory capacity and you get the benefit of all savings on enormous quantities of materials purchased—labor as shown by Tuesday's payrolls—with only one small manufacturing profit direct between you and the Galloway Factories.

Highest quality and saving prices have been the basis of Galloway Company's Square-Deal Success. Send your name to us today and let us tell you the whole story for your saving and profit.

Join the great Galloway crowd of satisfied customers.

Send Me Your Name

Galloway Quality Is the Keystone of Our Success

Just look over these facts and see if any of these

FARMERS' BOYS

came from near you and are now the friends of yours in your neighborhood.

We Are All

right here to help save you in your place this year and every year.

Wm. Galloway, President

We Stand On The Solid Rock Of Confidence

Proved By The O.K. Of Over 40,000 Farmers Of America

Greatly Reduced Example of Double-Page Spread from Farm Paper—
Sample of Mail Order Copy in Largest Campaign Ever Run in
One Season on an Appropriation of Nearly \$250,000,
Which Brought in Cash Orders of \$25,000
Per Day.—From "The Homestead," Des
Moines, Ia.

along these lines which will prove of greatest value or interest to the reader.

In the first place, the growth of the mail order advertising business has been so rapid and so enormous in the volume of its requirements as to space in publications of all classes, and the cost of publishing has increased so rapidly, owing to the almost unbelievable growth in the circulation of such media, that the cost of advertising space in the columns of the best papers has risen by leaps and bounds to a point where it would seem to the layman prohibitive—to be absolutely excessive and seemingly too high—so high that it could not possibly prove profitable.

Though it is a fact, that almost without exception in net results—net profits—the higher the cost of space in these publications the more certain they are to prove profitable to the mail order advertiser.

Cost of Space.

For the layman it may here be explained that advertising space is sold on a basis of so much per “agate line.” And, as there are fourteen agate lines to one inch of single column space, it will readily be appreciated that mail order advertising can cost a lot of money where, for example, a single inch of space—fourteen agate lines, single column—in one publication having a circulation claimed to be over two million, costs about \$8 per line, or \$112.

Then, too, it is possible to use this same sized space in

publications that will prove proportionately profitable at a rate of 10c or less per agate line, or \$1.40 for one inch single column.

So when a layman is told, upon opening certain popular periodicals or magazines to a page or double page spread, of which each issue of such publications today contains one or several, that the cost of that space is from \$6,000 to \$12,000 or more per insertion, he is usually so astonished that it is almost impossible to convince him that it can be true.

Yet these are actual facts, and I heard the head of a large advertising agency, which is creating and handling several million dollars in advertising annually, say the other day—

“I don’t see what the small fellow is coming to with the increase in rates and the consistent increase in the size of copy which successful advertisers are using.”

In this connection, it is interesting to state that in the selection of media there is so much difference of opinion, that several of the largest users of space in all classes of publications that can be used profitably in selling direct to the consumer, are today seriously considering cutting out, or have absolutely cut out, what is known as “keying” their advertisements.

“Keying” Advertisements.

By “keying” an advertisement is meant identifying that advertisement in some manner, so that when it is used

in the publication the reader of the publication who writes to the advertiser will be led either to mention the publication or, by street number, department letter, box number, or some such system be unconsciously led into addressing his first communication in some way to the advertiser so that the advertiser will know to which publication to credit his inquiry, as well as his order, if one or more orders are eventually secured.

It is, I believe, the experience of most advertisers who "key" their advertisements that from three-fourths to nine-tenths of the replies received can be identified from such "keying systems." And these keying systems are carried on for the purpose of keeping a "check" on the publications respectively, to prove, in a general way, whether their use is profitable. In many cases each separate piece of copy is "keyed" to prove whether that piece of copy is a profitable piece of copy. Also, the keying system is maintained by months or seasons to prove, in a general way, whether it is profitable to an advertiser to advertise in certain months, or seasons, or eliminate those months, or seasons, in his next year's campaign.

But, as I started to say, several of the largest users of space that have been the greatest sticklers for the "keying" system, are seriously considering cutting out all "keys" as to the identity of the publications used, on the broad principle that it is possible to follow such a method of elimination of publications to the detriment of their business.

In other words, these concerns have about come to the

conclusion that in times past they have frequently watched their "key numbers" too closely and they figure that they have, in numerous instances, lost a great deal of money in profits that they might have gained, as well as good will and prestige, by continuing in the publications that they had put a ban upon because of temporarily poor "results."

That is only a part of the consideration of large advertisers, as well as small concerns doing a mail order business, and comes under the head of the dangers of "over-systematizing."

It has its bearing upon the "selection" of media, because the very reason that these broad-minded men at the head of these large concerns are considering this change is that publications in all classes are growing so rapidly today that often the "losers" of yesterday suddenly become "big winners" today. Also, it is coming to be more and more a fact generally recognized by mail order advertisers, that one of the most valuable "follow-ups" and, as a matter of fact, I believe the most valuable "follow-up" that they can use, is the continually repeated use of space—not only for the purpose of securing "new" inquiries and orders, but also as a constant and continuous reminder to the readers of each publication, to stimulate interest and create orders, even where such readers had already become "inquirers," as well as where such readers had already placed "orders."

It seems to be a hard matter for me to get down to the naming of the classes of publications generally used in advertising mail order propositions, but I believe that the

above remarks have their distinct bearing upon the matter of choosing media and certainly have their bearing upon how to advertise to reach the mail order buyer.

So, as in considering other phases of this subject, it is necessary to "eliminate" often in coming to our conclusions, I may say that the class of publications in which the least mail order advertising will be found is, naturally, the daily newspapers of the large cities, as well as the dailies of smaller cities and towns where daily newspapers are published, with the exception of special editions, in most cases weekly or semi-weekly editions, published especially for circulation in the outlying country districts, small towns and among the farmers.

This is due to the fact that people who dwell in large cities are not generally mail order buyers. They are too near to convenient stores of supply and distribution and can be eliminated at once on practically all classes of mail order advertising, except in the promotion of land sales, investments and through the classified departments of the daily newspapers for the promotion of land and mining sales, agency propositions, etc.

Mail Order Publications.

The great class of publications that are generally used and recognized as profitable in conducting sales direct to the consumer by mail order include what is known as the "mail order" publications themselves, which have enor-

mous circulations through rural communities, including towns and villages and on the farms to the uttermost "ends of the earth"—for our purposes, of course, within the territory of the United States.

These publications are, for the most part, printed on cheap paper and are very low in subscription price, are published in all parts of the country and the character of their editorial matter varies exceedingly, although for the most part it is necessarily calculated to interest the masses and is more or less sensational in character. These publications have, in a large measure, taken the place in the literature of today which, in former times, was taken by the "blood and thunder" dime novels and such publications. In those days there was no volume of mail order advertising to support many publications such as the mail order papers of today, whose source of greatest profit is, of course, advertising. That was also before the day of mail order advertising conducted to any general or important extent.

These mail order papers have grown so strong through the growth of mail order buying that they are today successful in securing also a great deal of general publicity advertising.

Then, in a class by themselves, and which would have been mentioned first, except for the fact that the "mail order" publications are generally recognized as strictly "mail order," come the great agricultural publications of America, which are the strongest bulwark in the whole mail order field today.

Greatly Reduced Example of Farm Paper Double-Page Spread Offering
Endless Variety of Price Wrecking Bargains by Mail Order—
Catalog of 1,100 Pages Sent Free to Inquiries—Millions
of Farmers Answer These Offers and Buy
This Way.—From "Successful Farm-
ing," Des Moines, Ia.

As the farmers are the greatest producers of wealth in this country and the greatest purchasing power, so are the agricultural papers—the great agricultural press as it exists today in this country as in no other country of the world—justly strongest in the confidence of the people—are the greatest of all mail order media.

There are somewhere upward of 100 of these agricultural papers published in the United States today, many of them having been published continuously for from one-quarter to over one-half a century, although many of them have been started successfully within the last ten years or less. These farm papers or magazines are published monthly, semi-monthly and weekly. All are edited to be educational along all lines most interesting to the farmers of America and their families, who are, of course, of a high order of intelligence. Many are of country-wide circulation, these being for the most part either monthly, or semi-monthly, publications issued in very attractive form. That is also the case with the weekly farm publications covering more limited territory, which are inviting to the eye and interest and are published on a grade of paper which lends itself to attractive illustrations, although for the most part this is not as possible as in the case of the general popular magazines or periodicals.

These agricultural papers of country-wide circulation, covering necessarily many zones of agricultural pursuit, are limited in their advice editorially to generalities which will be of interest to all classes of farm readers no matter what the particular requirements of crops or soil happen

to be. The circulation of these country-wide publications is large—in some cases well up toward one million—so their rates are necessarily higher for advertising than the rates per line in the weekly or semi-monthly or monthly publications issued for circulation in limited territories—for example, as in the Corn Belt, or as in the Northwest, or as in the Southwest, or as in the South, or as in one or more states geographically located adjacently in respective parts of the country.

It is possible in the mail order field, by using the agricultural papers, to cover certain definite restricted territories at a limited expense, and this is more possible in the case of using the agricultural papers than in using any other class of media in the mail order advertising field. This, as I said before, is brought about because of the soil and crop conditions in different parts of the United States and the fact that many of the agricultural papers are respectively published for the purpose of interesting and proving profitable and educational to farmers and their families in respective geographical zones. In the case of agricultural papers, almost without exception it is the policy of the publishers to guarantee their readers absolutely against misrepresentation, or fraud, or loss if they purchase as a result of, or through, the advertising represented in the columns of such papers.

This has been one of the powers which have done much to eliminate fraud and misrepresentation and to establish confidence in the minds of the farmers of America in all "Advertised Products"—perfect confidence in the truth-

fulness of statements made in advertisements, especially in the agricultural papers—confidence, furthermore, in the whole basic principle of buying by mail order. For these reasons, as the publishers of one of the highest priced strictly “mail order” papers said to me today—

“The whole advertising world seems to be facing toward the farmer today.”

That comes from a publisher who has been “getting into line” and endeavoring to secure purely agricultural implement advertising, etc., during the past year or so for his publication, where formerly there was practically none of this class of advertising in his columns.

Mail order publications—that have been strictly “mail order” heretofore—are getting into line with circulation statements showing how many farmers they have on their list in the state of Iowa, etc., etc., and going to implement manufacturers, as well as to all other manufacturers seeking to sell products to the farmer, and claiming as much consideration as the purely agricultural papers.

And, for the reason that advertisers who sell by mail order are always glad to discover publications that are profitable to use, many of these, heretofore strictly mail order publications, are securing a good share of business along the lines sold to farmers only, although it will probably never be possible for such publications to straddle editorially and cover the blood and thunder field as well as the educational and truly helpful field in which the agricultural papers are so influential.

General Magazines, Etc.

Next, I would place the great general magazines and periodicals, including monthly, semi-monthly and weekly publications which, almost without exception, have general circulation all over the country, as is the case with strictly mail order publications.

With the magazines, as with the strictly "mail order" papers, it is impossible to advertise for the purpose of covering any limited territory without extreme waste in circulation.

Furthermore, as the magazines and periodicals secure a great proportion of their readers, generally speaking, from large city population, including news stand sales, there is a great waste of circulation, from a strictly mail order point of view, in this class of publications on many lines of products that are sold direct to the user.

But, on account of the great popularity of the magazines and periodicals—on account of their splendid quality as to literature of today—on account of the high standards maintained by their publishers, who, with the publishers of the agricultural papers, have been in the forefront of the continuous warfare that has been waged against fraud, especially during the last ten years, there is no question that this class of publications is becoming more and more valuable from the mail order advertisers' point of view.

And it is a fact that the publishers of this class of media are making their strongest efforts along circulation lines

today among the farmers of America and if the postoffice regulations (which have become very strict and stringent on the matter of sample copies and actually "paid" for circulation)—I say if it were not for the postoffice department regulations, the publishers of this class of media would gladly pay probably more than they charge, for annual subscriptions. In other words, I believe they would gladly pay two dollars or more for one—if any plan might be devised by which they could secure a dominant influence among the farmers—for a regular repetition of subscriptions among the farmers year after year such as the purely agricultural papers get.

I would hesitate to name the sum which any one of the leading general magazines would be gladly willing to pay, and could well afford to pay, to add a hundred thousand such farmers as these to its regular subscription list.

But, I believe that the day is coming when the farmers will become greater readers of the general magazines and periodicals than they are today and, of course, on some kinds of propositions the general magazines pay very well in the mail order field.

Now, I know that in making these general suggestions on the subject of media, the representatives of some of these classes of publications may be disposed to criticize my point of view with respect to their particular paper or magazine or periodical. In fact, it would be impossible for anyone, however unprejudiced or disposed to be absolutely fair, to combine, within his own knowledge, an absolutely complete experience or authoritative understanding of



Your Choice of Any of These EDISONS FREE

Yes, FREE. Shipped positively and absolutely free. You do not have to pay us a single penny either now or later. We don't ask you to keep the phonograph—we just ask you to accept it as a free loan. We do not even ask you for any deposit or any guarantee, not even any C. O. D. payment to us. All we ask is that you tell us which of the magnificent Edison outfits you prefer so that we can send that one to you on this free loan offer.

Just Take Your Choice

You Don't Have to Buy Anything

Get any of the outfits shown above—your choice of records too. Simply get the phonograph and the records and use them free just as though they were your own. Entertain yourself, your family and your friends too, if you wish, with everything, from the catchiest, newest popular songs, side-splitting minstrels and vaudeville monologues to the famous grand operas, *Amberola* and other records sung by the world's greatest artists. Hear all this to perfection on the Edison Phonograph. After you have had all this entertainment absolutely free, then you may simply send the outfit right back to us at our expense. Now, if one of your friends wishes to buy such an outfit tell him that he can get the rock-bottom price, and, if he wishes, on payments as low as \$2 a month without interest. But that's not what we ask of you. We just want to send you your choice of the latest style Edison Phonograph free—your choice of records too, all free—then we will convince you of the magnificent superiority of the new style Edison. It will cost us a little in express charges to get the phonograph back from you—that is true—but we'll feel amply repaid for that, knowing that we have made you a friend and a walking advertisement of the new style Edison Phonograph.

Send Coupon for the New Edison Books FREE Today

Get our handsome Free Edison Catalog and list of over 1500 records so you can select just the machine and the songs, records, etc. you want to hear on this ultra generous offer. Remember, there is absolutely no obligation on your part. All you need to do is to return the outfit at our expense when you are through with it. If you enjoy good music, and the latest and most varied entertainment that it is possible to imagine, or if you want to give your family and friends a treat such as they could not possibly get through any other means, then you should certainly send the Free coupon today. Don't wait—your name and address on a postcard will do, but the coupon is handier. No letter necessary. Be certain to write while the offer lasts. Better write today.

F. K. BABSON, EDISON PHONOGRAPH DISTRIBUTORS
Dept. 2023, Edison Bldg., Chicago
WESTERN OFFICE: CLEVELAND OFFICE:
615 First St., San Francisco, Cal. 265 Phelps Bldg., Phoenix, Ariz.

FREE COUPON

F. K. BABSON
Name _____
Address _____
City _____ State _____
Without obligation on part of sender, please send me your great Edison Catalog and also full explanation of your Free Offer on my choice of a new style Edison Phonograph.

Name _____

Address _____

No letter necessary. Just clip and mail Free Coupon TODAY



MOTHERS:—

THE BABY BOOK (just published) places within your reach a greater variety of merchandise of the highest standard in style, quality and workmanship than can usually be found even in the largest stores of the country. Its pages are filled with practical suggestions which cannot fail to be of real assistance to you in properly caring for and clothing both yourself and babe.

Years of experience have given me a thorough knowledge of the requirements of mother and babe, and I would be pleased at any time to give you my personal advice and assistance in the selection of materials or garments.

A copy of **THE BABY BOOK** will be mailed to you immediately upon request. Write me personally.

Sincerely yours,

Eliza Cameron Loff.

SEARS, ROEBUCK AND CO.

The Baby Department.

Chicago, Ill.

No "Resistance" in This Mail Order Phonograph Copy.—From "Farm Life," Chicago.

A High Class Mail Order Advertisement Designed to Interest Mothers.—
From "Modern Priscilla,"
Boston, Mass.

all classes of media for all classes of products. For this reason, as I suggested before, it is most important to the man who is starting in any special line to enter the mail order field, to seek the advice of men whose experience in handling accounts of many different kinds makes their advice most valuable as applied to any particular product, or line of products.

So I will not further apologize for my point of view on these matters, but, as I have stated the facts in their general application only, I will leave to all fair minded judges the question as to whether I have been fair in covering the mail order field as regards mail order media.

Copy

In preparing for a mail order campaign to sell any product, or products, direct to the consumer, it is most essential that the descriptive matter—the literature, upon which the buyer is going to base his judgment of your proposition—should be most carefully considered. This includes all matters known as “follow-up” as well as “copy” to be used in the papers.

For right here I want to say that the greatest gem in the mail order advertising field is an “inquiry.”

Of course, this gem may have many flaws in it—it may turn out to be valueless—it may often prove too expensive. But one thing is certain—that whether the inquiry comes to you on a coupon, or on a postal card, or by letter, you will never be able to find out whether it is worth hun-

dreds or thousands of dollars to you unless you "*follow it up.*"

And you must be prepared to follow it up *promptly*—don't waste a day in answering it, if you want to make it worth to you all that it can possibly be worth.

So, whatever else you do in planning for a mail order campaign, prepare your "follow-up" literature—which almost always takes longer in the preparation than the advertising "copy" itself, or the selection of the media, or the writing out of your check to pay your first advertising bill—always see that your "follow-up" literature is prepared well in advance, from whomsoever you get your advice, or whether you take any advice except on this one point.

Millions of dollars in orders have been received as a result of inquiries written on postal cards—probably hundreds of millions of dollars in trading have been started from postal card inquiries, which might never have been started at all if it had not been for post cards and their convenience and cheapness.

Often a postal card does as well as a letter and it is several times as convenient for the inquirer to send. Most people do not like to write letters—do not like to write at all. It is for that reason that the suggestive value and convenience of coupons in advertisements make them worth all the expense paid out for the space which they occupy. In mail order advertising, in many different cases, I know it to be a fact that from 25 per cent to 60 per cent of all the "inquiries" received on the proposition were

sent in either upon the coupons of the advertisements enclosed in envelopes, or with the coupon pinned to the inquirer's letter.

Following Up the Advertising.

On the subject of follow-up whole volumes might be written, but, as I am limited in space here, for which I am thankful, I may say that follow-up includes form letters, personally dictated letters applied to specific cases (especially on "kicks" and "complaints" or "further inquiries," which are considered the best of all the day's mail and should be handled most carefully), catalogues, circulars, "special propositions" in printed form or letter form—in fact all manner of printed matter and "salesmanship on paper" which places before the person who has written, either out of interest or curiosity, in reply to your advertisement, all of the exclusive points for consideration, all of the desirable points, including quality, price, use, etc., that you may claim for your product or products.

And it is most important to make all classes of follow-up literature simple and easy to understand. It is most important to make your illustrations do justice to your product, from photographs or wood cuts wherever possible, adding human interest and life to such illustrations sometimes by including human figures with the illustration of the product, or showing illustrations of the article you wish to sell being used for the purpose for which it is intended.

With improved methods of illustration and new proc-

esses of printing today, it has also been demonstrated without question that illustrations reproduced in colors prove most convincing to the buyer—so much so that mail order advertisers are able to push particular lines, or even one particular article, such as a “special” buggy, etc., and sell, through directing the attention of the possible buyer to that particular buggy out of a whole catalogue of vehicles, as much as 75 per cent and higher of that particular “special” buggy out of the whole volume of their business.

On receipt of an inquiry, the catalogue, or folder, or first circular, is usually sent right out with the first form letter in reply. Then, in the event of no further communication from the inquirer in the form of an order or further inquiry as to particulars, a series of follow-up letters and literature keeping after the “inquirer,” with a view to turning him into an “order,” is kept up from time to time, until the “inquiry” becomes hopeless. The amount and cost of follow-up matter that is sent to an “inquirer” is generally based upon the amount of dollars and cents in orders that may be expected if the “inquirer” becomes a buyer. In many cases, and especially where the mail-order advertiser has a large catalogue of many kinds of products, the inquirer, after the first period of regular follow-up, is put on the “general list” of names which are always “possibilities” and circularized from time to time on seasonable articles.

It is about the average experience of mail-order advertisers that one inquiry out of five to ten, according to the proposition, becomes an “order.” Of course, in the case

of high-priced articles, like pianos, for example, where the margin of profit is very large, it is profitable to continue a follow-up system almost indefinitely, because, as in the case of a piano inquiry, the advertiser considers it very valuable, knowing that a piano is usually bought only once in a lifetime, and people who are "thinking pianos" are well worth great effort along follow-up lines, from the manufacturer's point of view, if he is selling by mail order.

Pianos and organs that are sold by mail-order are shipped on most liberal terms—the buyer to pay the freight, but being required to make a very small deposit and easy payments over a period up to about 3 years at "\$1 a week" or "\$5 a month" after being satisfied by "30 days' free trial"—and "365 days' approval test."

The "free trial" is a genuine free trial and no "sale" is consummated usually until "the end" of 30 days' trial and use. Then the contract is binding on the buyer. The "365 days' approval test" is qualified by everything proving "exactly as represented or money back," etc.

There is an enormous margin of profit on pianos and organs.

Besides care in illustrating follow-up literature, the most successful mail-order advertisers are very careful in using plain, easy-to-read and inviting type effects. They do not make their lines of type on a page long, so that it is hard for the eye to follow from one line to the next, or across a single line. They break up solid pages of type by inviting and explanatory side headings, or headlines, and illustrate the pages as invitingly as possible.

Then, too, in the case of catalogues especially, as in the

FAST FREIGHT SERVICE

FROM CHICAGO.

— TO —

ABERDEEN

SOUTH DAKOTA

Montgomery Ward & Co. now load a freight car direct for Aberdeen every day, carrying exclusively shipments for Ward's customers in this vicinity. This car comes through without being opened, arriving at Aberdeen on the fourth morning.

From Aberdeen the shipments from this special Montgomery Ward & Co. car are distributed at once to local freight trains, thus insuring the delivery of the goods to all points in neighboring counties in the shortest possible time.

PROMPT DELIVERY

No firm ever before undertook so great an enterprise as this in the matter of quick delivery of orders. This special fast freight service is for the benefit of all those who wish to take advantage of Montgomery Ward & Co.'s special low prices, and also wish to have their purchases at home to use as soon as the train can bring them.

Buying Goods at Ward's Now Means Economy and Quick Delivery

Our facilities for filling orders and loading cars are unsurpassed. Every modern method and appliance that aids in the prompt and careful filling of orders is in use on the many floors of our large, new building. Adjoining our main packing floor there are four railroad tracks with a capacity of forty cars, all under roof and here it is that the cars start daily to reach all points in the Dakotas.

Take Advantage of the Opportunity Thus Afforded You

We want you to have our new Catalogue No. 79, which is the complete guide to buying everything you eat, use and wear, including Groceries, Implements, Tools, Furniture, Carpets, Wall Paper, Clothing, Dry Goods, Stoves, Building Material, Shoes, Cream Separators, Books, Vehicles, Jewelry, Watches, Crockery, Cutlery, Drugs, Engines, Fencing, Roofing, Furs, Guns, Underwear, Hardware, Harness, Millinery, Notions, Paints, Pianos, Sewing Machines, and everything else. If you have not yet received one, either by mail or from our distributor, write us for one at once.

MONTGOMERY WARD & CO.

CHICAGO AND KANSAS CITY

Chicago Avenue Bridge

CHICAGO

Special Copy to Encourage Mail Orders from South Dakota.

—From "Dakota Farmer," Aberdeen, S. D.

case of advertising copy itself, it is particularly desirable and profitable to give the whole proposition an individuality—give it a spark of enthusiasm—make it simple and easy to understand, but have it all plain and practical, removing all points of resistance so far as possible, or explaining them away.

Particularly, in sending out follow-up, it is important to make it easy for the buyer to send his order back. Printed forms of order blanks and printed return addressed envelopes for mailing the order, together with simple instructions as to the selling plan and how to order the goods, are all especially important. Printed forms of "guarantee bonds," facsimile letters, or printed testimonials from satisfied users of the article or products in question, reprinted copies or facsimile copies of letters from banks, telling of the responsibility and reliability and liberal methods of treating customers, etc., are often made use of in establishing confidence between the mail-order advertiser at one end of the line, possibly a thousand or several thousand miles away, and his possible customer at the other end of the line, who wants to be absolutely satisfied in his own mind in advance that if he sends his money for the product he is going to be absolutely satisfied with it under the advertiser's guarantee, or get his money back.

Of course, not all mail-order advertisers guarantee "absolute satisfaction or money back." Many of them guarantee to refund the money if everything is not "exactly as represented," which is a safer and perhaps more conservative way of transacting the mail-order business,

although it leaves many a loophole for the mail-order advertiser to crawl out of, to keep the money despite the dissatisfaction of the person who sent it, for good reasons or otherwise.

But, it is a fact today in the mail-order advertising field that the percentage of returned goods, as well as the percentage of credit losses on conducting mail-order business, even including payments on the installment or time plans, are so small as to be practically eliminated from consideration in deciding upon a selling plan in which all elements of possible resistance in the minds of the buyer have been removed.

On the subject of selling plans and selling schemes it is just as necessary to take up methods, under the heading of "follow-up," as it is under the heading of "copy," which appears in the papers, because the eventual test of success of a selling plan rests, in almost all cases, with the "follow-up"—which makes the sale, turning "inquiries" into "orders."

Nevertheless, it goes without saying that the "copy" as it appears in the publications is the first introduction that the reader has to the subject, and must be so inviting that it attracts his attention, creates an interest and compels a desire for at least further information upon the subject, if not, in fact, an absolute decision that he will have the articles offered by sending his order direct from the **advertisement**, or, upon further investigation, he is convinced that what is said about them in the advertisement is true.

Whole volumes might be written on the subject of mail-order copy and follow-up, as well as on the general subject of copy and follow-up, which I am not going to endeavor to cover except in the briefest manner possible.

The Personality Idea.

Numerous conspicuous successes have been made in the mail-order field by pushing the personality idea—that is, in the advertisements themselves and in the follow-up literature, addressing the possible customer in the first person by the advertiser himself, whose own photograph appears everywhere as talking “man to man” with the reader on the excellence of the proposition offered, etc., etc.

That is one conspicuous tendency in mail-order advertising, of which every man must be his own judge, although it is a fact that the greatest and most conspicuous successes have been made along the lines of simple, straightforward merchandising direct to the user, cutting out all forms of “bunk,” exaggerated or extravagant statements or promises, and conducted on what is ordinarily recognized as straightforward, businesslike and **impersonal** principles.

And I believe today that the tendency of the times is toward absolute truthfulness in all statements in connection with all matters pertaining to the conduct of mail-order selling.

The intelligence of the most desirable class of mail-

order buyers—the classes with plenty of money to buy everything that they need or wish—is of a very much higher order today than it was in times past. The man, or family, in a position financially to become most valuable as customers of any mail-order house is of the class to whom legitimate mail-order advertising should be addressed today. Such people have been educated along these lines over a period of many years now, and have become pretty “wise” on the subject of buying by mail.

It doesn't matter at all where they happen to live, because the periodical literature of today reaches to the uttermost ends of the country. Each family usually takes several publications, and whether the possible purchaser of your product lives in the backwoods or on the bleakest prairie, he is today very closely in touch with the affairs of all parts of the country and the world, and kept informed, not only through the literature that comes into his house, but, in most sections, by the nearness of the railroads and towns, by rural free delivery, by telephone, telegraph, automobiles, etc., etc.

One writer of wide experience along these lines is saying today in literature being read by hundreds of thousands of farmers:

“It isn't necessary now to use ‘snap judgment,’ or to be forced into a trade or purchase. There are so many opportunities of getting complete information before you buy almost anything that the farmer needs, that there is no excuse for a man to make a ‘bad bargain’ today in the Open Market of Advertising. In fact, there is really no

chance for a 'bad bargain'—unless the buyer expects something which he was never told that he was going to get."

Of course, in the case of concerns selling by mail order on the credit basis or installment plan, there are many features about taking care of collections which the mail-order advertiser, who gets his money in advance, does not have to consider.

Installment and credit methods combined, as they necessarily are, with necessarily higher prices than can be made where sales are closed on a cash-in-advance basis, have their own particular systems, although practically all of them are similar, as nothing can be conducted in a competitive way along mail-order lines without competitors taking advantage of each new idea as it comes along or is conceived.

The Element of Waste.

And, in connection with the subject of follow-up, I might say right here that many a mail-order proposition that might otherwise have proven successful has failed on account of the great drain and waste in the volume of expense created by the unnecessary cost of small items repeated hundreds of thousands or millions of times, and running into large sums of money, which become a disastrous drain on net profits—on net results.

For example, to show how carefully mail-order advertisers should watch expense in follow-up, as well as in sys-

Buggy Prices Fully Explained



EVERY year certain buggy concerns that sell through high-priced local dealers come out and advertise trying to prejudice people against buying direct from the factory. My book don't do it—but it **does** fully explain all vehicle prices. I'm not a knocker. You won't find me criticizing other people's methods in this Big Portfolio Book of mine—it's so full of telling about over 125 latest styles of Split Hickory Vehicles and how I save you \$26.50 and up on prices, that there's no room for anything else but actual color-illustrated photographs, factory prices and fair and square descriptions. Anybody who gets this book and really wants any vehicle, will buy a Split Hickory. Over 100,000 satisfied customers of mine have done so this way. It means getting the latest style and the most durable vehicles in America and saving \$26.50 in cash—or better—on any style you want. I've got customers all over the United States—probably right near you—whom I'll refer you to. They are always glad to recommend Split Hickories. That's how I sell so many. Their arguments see the Split Hickory ad also want—

Split Hickory Vehicles and Harness

Local buggy dealers, and the buggy concerns that sell through them, don't like Phelps' direct plan—or Phelps' own-price-to-factory prices. I don't have to charge factory prices, and over 100,000 customers of mine know it and stand by me—to save money and get highest quality vehicles direct. I've saved millions of dollars for buggy buyers in the past 9 years and I can prove it. Understand, I guarantee to duplicate any buggy that any retail dealer will sell you and save you at least \$26.50 or more. If I don't, I'll take the buggy back and return to you every cent of your money. It's up to me—the manufacturer—selling direct—to convince you after you send me your name. It costs you only a postal or a postage stamp to write to me. Then I'll do the rest—I'll pay the postage on my Big Free Book to you and write you my plan and prices. Then you be the sole judge before or after you accept my 30 Days' Road Test proposition. Write today—use the coupon here or a postal or letter. Address me personally

H. C. PHELPS, President
The Ohio Carriage Mfg. Co., Station 4, Factory, Columbus, O
 As to my standing and responsibility, I refer to any agricultural paper, any commercial agency, any bank or express company and to over 100,000 satisfied customers.

Save \$26⁵⁰ and Up on 30 Days' Road Test 2 Years' Guarantee



Remember
 I'll also guarantee to duplicate any vehicle that any dealer offers and save you \$26.50 or up.

Portfolio and Book Split Hickory Vehicles for 1910



Get This Big, New Portfolio Book, Free—Showing Over 125 Styles of Split Hickory Vehicles and Harness

Let Me Pay the Postage You Only Send Me Your Name

Send Your Name By Tearing This Out and Mailing It Personally Addressed to Me—

H. C. PHELPS, President
The Ohio Carriage Manufacturing Co.
 Station 4, Factory, Columbus, Ohio

I read American Agriculturist. Send me your Big 1910 Split Hickory Vehicle and Harness Book FREE—You pay the postage and quote me your lowest factory prices—direct.

Name.....

Address.....

Town.....

Cut or Tear This Out—Fill in and Mail Me This Free Split Hickory 1910 Catalog Coupon Today

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

This Split Hickory Laminated Auto-Seat Buggy At a Cash Saving of \$26.50

Among my 125 superb styles for 1910, this is my special, my leader, your best bargain. In addition to the dashing, stylish appearance and comfort of the Laminated Auto-Seats, I offer, in this buggy, 125 Special Features. Extra long top. Water-proof, extra leg room in body; wide seats; Sheldon's genuine French point springs; soft auto springs in cushion and back; heavy Australian wool broadcloth upholstery; in fact, every feature possible to obtain, shapely style, select riding and greatest durability. Shows in colors in my 1910 Book, with various styles of trimmings, but made to your order—all the finishing touches to suit your taste.

H. C. Phelps.

Two Interesting Examples	
Buying From Phelps Direct	Buying From a "Dealer"
Actual factory cost of buggy: \$46.50	Actual factory cost: \$46.50
Jobber's profits: \$10.00	Jobber's profits: \$10.00
Dealer's profits: \$10.00	Dealer's profits: \$10.00
Dealer's stock hire, rent, etc.: \$10.00	Dealer's stock hire, rent, etc.: \$10.00
My small profit: \$5.00	Dealer's advertising, etc.: \$10.00
Cash you get from me: \$46.50	Cash you get from me: \$46.50
	Cash you get from me: \$46.50

How To Save \$26⁵⁰ Cash

I have made this example fair to the dealer on weekly by assuming that the job he would sell you for \$81.25 actually costs \$46.25 in material and workmanship at the factory.

Which Will You Buy, Even if the Quality Were Exactly the Same? Remember That I'll Duplicate Any Vehicle That Your Dealer Can Offer and Save You \$26.50 at Least

My factory and my Book of Styles offer you more vehicles and more choice of selection than all the local dealers in your city. But your own time and have trimmings and fash, etc. made-to-order for you just as you want everything. See all explained fully in my New Split Hickory Book.

Wait! Buyers of Buggies Everywhere—Before Buying Vehicles Get My 1910 Free Book of Styles and Prices

Sale, prompt delivery guaranteed—on 30 Days' Road Test and 2 Years' Guarantee direct from my factory and factory subdivisions in leading trade centers—you don't have to wait for it. It's what you want, in the Split Hickory made-to-order Vehicle illustrated in my Big Free Book.

Mail Order Page from Farm Paper Ran by the Most Successful Mail Order Vehicle Concern in the Business.—From "Ohio Farmer," Cleveland, Ohio.

tem inside their offices, I will mention an experience of one concern which had included one piece of literature in its follow-up system, adding an extra expense of 5 cents for stock and printing and postage on each inquiry. In this case the average number of inquiries throughout the year of this concern amounted to about 800 per day. That meant an expense on this item of \$40 per day, which amounted to a pure waste of \$12,000 for about 300 working days in a year, as was eventually proven by the elimination of that one piece of literature.

This saving of \$12,000 was brought about on the advice and experience of an advertising agent in connection with an investigation which he was carrying on in the interest of this advertiser.

And right here, as having its bearing upon follow-up systems, as well as upon methods of watching results through card and filing systems in connection with the conduct of correspondence in any large mail-order advertising concern, it will be interesting to tabulate here some of the considerations which several large mail-order concerns keep in mind and investigate each year. I know of at least three mail-order concerns that employ public accountants to go over their records and systems for the purpose of establishing, from year to year and season to season:

1. The cost of inquiries from an advertising standpoint.
2. The percentage of sales as against the number of inquiries received.

3. The average percentage of orders filled as against the total number received.
4. The average amount of original orders received.
5. The average amount of original orders accepted and shipped.
6. The total number of cancellations.
7. The percentage of cancellations or returns as against the number of orders received.
8. The number of refused orders or "turn-downs" and the percentage of these "turn-downs" as against the total number of orders received.
9. The cost of sales from an advertising standpoint.
10. The cost of sales from the standpoint of follow-up, including cost of catalogue, literature, etc.
11. The number of annex orders or repeat orders from customers, received year by year.
12. The number of third, fourth, fifth, etc., repeat or annex orders.
13. The average amount of these repeat or annex orders and the total amount of volume of sales in repeat orders, season by season or year by year.
14. Investigation along the lines of whether the right policy is being followed in the use of large or small copy in the papers—whether the copy appears too frequently or not frequently enough to prove most profitable, etc., etc.
15. Whether it is more profitable to use a certain portion of an advertising appropriation in annually re-circularizing of old names, or to use that por-

tion of the appropriation in increasing the size of copy, the number of advertisements or the list of mediums used.

All of these have their bearing on "net results."

In connection with "system," and as an example of the danger of "over-systematizing," every large mail-order advertiser who has heard the story has appreciated the experience of one of the largest mail-order concerns in the world today, which, a few years ago, tried the experiment, in trying to apportion the cost of follow-up to different departments, of charging each department head with \$1 every time the company's general catalogue was sent out to an inquiry received, pertaining to merchandise sold by that particular department.

This company's catalogue actually cost, for production and mailing, \$1 each, and this charge on each department head was only a "book charge" for the purpose of arriving at some profitable conclusion at the end of the season, or year, as to net results secured through pushing the sale of merchandise handled by respective departments, etc.

But, after this practice had been in force a few months, the net results, as well as the volume of business of this large concern, fell off for some unaccountable reason several hundreds of thousands of dollars, and an investigation was started by the managing head of the concern, who had figured that he had a "great idea" when he decided upon charging department heads \$1 for each catalogue.

It was immediately discovered that, although the vol-

ume of inquiries in response to a large advertising campaign had been exceptionally great that season, justifying the almost certain expectation of an enormously increased volume of business, the contrary result had occurred. Because department heads in a great many of the important departments, to avoid a charge against their department of \$1 for the large general catalogue of the concern, had been sending out small, specially prepared pamphlets and circulars to inquiries referred to their departments, rather than sending out the company's large general catalogue.

So the "new idea" was immediately put aside for the reason that the great principle upon which the entire business of such a concern as this is conducted is not to get the initial order, upon which very little, if any, profit is made, but to place its large general catalogue in the hands of the consumer, satisfy him by offering him a splendid bargain to induce his first purchase, and eventually to make him a profitable customer of the company by securing, without further selling expense, his repeated orders, on which a repetition of even small profits leads to a satisfactory dividend when "net results" are counted at the end of the year, or through a series of years.

Danger of Overconservation.

On the other hand, in starting a mail order business, it is possible to be too conservative in the matter of expense in making follow-up convincing and attractive, up to the point where the proposition has attained sufficient head-

way or, in other words, is "over the hill" and running along satisfactorily on its original capital and surplus, increased by profits put back into the business. In other words, a new concern starts out by having only "inquiries" to run upon for a certain period, until season after season the day's mail contains, in successful cases, even more "orders" than "inquiries," owing to repeat sales. These come from satisfied customers and the orders sent in by their friends, neighbors, etc., all as the result of the good will and confidence established by following honest methods of manufacturing, pricing and liberal treatment of customers, giving them satisfaction or their money back. Of course, in starting a mail order proposition, either small or large, everything from the outset seems to be and is expense, rather than profit, but it is safer to eliminate and reduce expense on follow-up *after* the business is well started than it is to be narrow at the outset, even though many propositions that looked well at the start have been relegated to the graveyard on account of the lack of capital to continue to the point—"over the hill."

And I want to say that that is a notable tendency of the times, owing to the fact that inquiries generally *cost* more to *originate* today than they did a few years ago, although inquiries today are *worth* more.

A few years ago when mail order advertisers in many lines were starting, and before the general mail order buying public had had experience in buying all classes of products in this way, inquiries cost from one-half to one-quarter, or in many cases as low as one-fifth or one-tenth,

of what they cost today. Because, out of curiosity, the people, startled and astonished by what to them in those days were almost unbelievable offers, hustled to write to find out about those various bargains and splendid opportunities offered them in the advertisements in their papers.

That made inquiries come very low in many lines of mail order advertising for a while.

But the people in those days had not been educated along these lines. They did not have the confidence of experience in buying by mail order and, as a consequence, that class of inquiries proved very hard to work out into actual orders. "Sales" in those days cost more to make, if "inquiries" were turned into "orders," than is the case today, even in spite of the keenest competition today in almost every line.

To go on with systematizing—as applied to handling mail order business inside and as a part of the elimination of unnecessary expense for overhead charge.

How to Handle Inquiries.

One of the first questions that arise in the mind of the inexperienced mail order advertiser is how to handle the great volume of inquiries which come in hundreds or thousands in the mail every day and turn them into profitable sales when the net results are counted.

It is impossible here to give absolutely specific methods, or systems, for handling particular mail order propositions. In a general way, it may be said that card systems

are followed by which, when a letter inquiry is received, the name and address and line of products desired, as well as all other information, are tabulated in each case on a card and filed in alphabetical order, or by territory or states. These cards are for easy and compact reference and advancement in the course of follow-up correspondence, so that, in the general system, that valuable inquiry is never let up on until it is an order or comes out at the other end of the follow-up as worthless, or joins the great "general list."

Under such a system as this, as the card advances the nature of each follow-up is noted on the card as having been sent, together with the date, which forms a record of how this inquirer has been worked out so far.

When the inquirer becomes an order it is, of course, immediately transferred to another file—the customer file—and is followed up accordingly.

If, before the inquiry becomes an order, personal attention is required by special letters, such as are often known as answers to "kick mail," that necessitates the transfer of that card into a special "kick" or "complaint" file.

Systems along these lines are used by all different mail order concerns, but the effort of all is toward simplicity, completeness, and especially to avoid over-systematizing.

The voluminous correspondence in the conduct of mail order selling naturally requires very careful and conscientious management and easily runs into unnecessary overhead expense in the matter of help in its conduct. There is always a larger volume of correspondence in certain seasons over other seasons, and all of these matters

must be carefully arranged for, to keep the overhead expense of conducting the business down to the minimum for efficient service along these lines, as every business man will understand.

Mail Order Seasons.

Generally speaking, the fall and spring seasons of the year are the great mail order seasons.

What is known as the best "reading months," especially with the farmer, include October, November, December, January, February and March. Following the harvest season, when the farmer has most cash, when the holiday season is approaching and when the evenings are long and the days are short, the farmer and his family have the time and the inclination to plan for the future, to write letters and investigate and to buy to fill their needs according to their inclinations.

Then, too, it is becoming more and more profitable, in many lines, to continue using a certain part of appropriations as well during the warmer seasons as during the winter. This is a problem which each advertiser must solve for himself, although the perusal of all classes of media during any season of the year will point to the tendency of the times in this particular, as well as being an education in itself along mail order lines.

In the matter of gaining the confidence of the public, it might be said that the character of the advertising copy in the publications is the first point for consideration.

A "first impression" can be made but once.

The reader's first impression is gained from the advertiser's copy as placed in the publication. And on the subject of "copy" again I might say that whole volumes have been and might be written, as so many different opinions exist. That will be readily observed by looking over any of the publications in the classes mentioned above.

I have heard of advertisement writers who maintain that as many as nine (not more and no less) specific features, or points, should be incorporated in a mail order advertisement.

I have heard that some writers keep a tab of these points before them in writing each advertisement and check off such points. But I don't believe that any successful mail order advertisement writer ever followed any such plan. In fact, I know that the one who did this, in a particular case I heard about, not only was unsuccessful, but lost his job mighty quickly.

There is a great deal of theory about the subject of "copy," but it is certainly one which cannot be learned in a practical way from books.

Even in trying to tell men whom I have employed how to be simple and plain and straightforward, and follow simplest lines, I have often been reminded of the little colored boy whose white schoolmate was trying to teach him to read from the old first reader in which there was a picture, as many boys, now men, will recollect, of a horse running.

Underneath this picture it read:

"This is a horse. The horse can run."

But after patiently and repeatedly reading these simple words to the little colored boy, in his effort to teach him to read them correctly, the reply that the little white boy would get, when he asked the colored boy to read the words himself, would always go something like this:

“See de horse. How he do go.”

Successful writers of mail order advertising copy and mail order follow-up are very scarce, because, along broad lines, an experience covering wide range is necessary.

It is desirable, in a mail order advertisement, to secure “attention value” by either attractive design and illustration or type display, bringing out desirable features which will immediately interest the reader.

As to statements made, it is desirable immediately to remove all points of resistance. This is done, in some cases, by making offers which are particularly attractive as to prices displayed. Where the price is not displayed as an inducement, various “selling plans” are followed, in which, for instance, guarantees and thirty-day free trials, or 365-day approval tests—satisfaction or your money back—freight prepaid and return freight also paid in case of dissatisfaction, or if everything does not prove to be exactly as represented—“big free book” offers—etc.

Some mail order advertisements tell as much as possible about the proposition in the space used—others seek only to arouse curiosity, to get a reply or “inquiry.”

Most mail order advertisers believe that it pays to follow a somewhat similar method of display in the handling of their copy from season to season or year to year—



IF THE BABY BOOK were a popular novel it would surely take high rank among this season's "best sellers." During the past two months more than fifty thousand mothers have asked for and received it, and we have a nation wide assurance that the advantages offered by THE BABY BOOK are appreciated.

**Read This Personal Word
From the Editor:**

Mothers:—

Baby clothes and materials of the very highest quality, as well as necessities and comforts for your own use, can be properly chosen only in the privacy of your own home, free from the confusion and publicity of the busy shopping centers. In The Baby Book I have given you this opportunity. Its pages are filled with the very things both you and the baby need.

Do not hesitate to ask for my personal advice and assistance in the selection of materials or garments, and, above all, don't fail to send at once for a copy of The Baby Book. No charge is made for it and it is mailed in a plain envelope. Write me personally.

Sincerely yours,

Uzra Cameron Loff

Sears, Roebuck and Co.

The Baby Department.

Chicago, Ill.

Special Mail Order Copy to Interest
Mothers.—From "Mothers Magazine," Elgin, Ill.

AN ELEGANT CHIFFON PANAMA DRESS SKIRT \$3.95

FINE PETTICOAT FREE

As a big special adv. for our great ladies' apparel dept. we will sell 10,000 elegant Chiffon Panama Skirts exactly like picture at \$3.95 and we will give free as a grand premium with each skirt a fine messaline petticoat with beautifully embroidered ruffle. This exquisite dressy skirt is made of extra quality chiffon Panama in popular and latest plaited style. Richly trimmed all around near bottom with dainty, wide, loose edge (fold of satin and three charming stitched down folds of satin to harmonize. Plaited seams are elegantly stitched to hip length, then skirt expands gracefully to sweep of 125 in. Finely tailored, fits perfectly and beautifully, becomes either stout or slender figures. Sizes 22 to 30 inches around waist, 36 to 43 inches down front. Colors, black, navy blue or medium brown.



THE FREE PETTICOAT

we give with each skirt at \$3.95 is fine, light weight, fast black messaline, made with extra wide flounce, elegantly embroidered ruffle, dust ruffle and draw string. Lengths 36 to 43 inches.

SEND \$1.00 DEPOSIT

Give measure around waist, measure down skirt front from skirt band to bottom and size of petticoat, state choice of black, navy blue or brown color and we will send you the elegant Chiffon Panama Skirt and the dainty free petticoat C. O. D. by express, subject to examination, the balance, \$2.95 and express charges you pay the agent after you find

the skirt and petticoat perfectly satisfactory; as well as stylish garments as you ever saw and the equal of any skirt and petticoat sold by your home dealer at \$8.00, otherwise it will be returned at our expense and we will promptly refund your \$1.00. Order today or write for our big

FREE SPECIAL FASHION BOOK which shows over a 1,000 elegant pictures of rare and beautiful fall and winter styles of ladies' and misses' tailor made jackets, coats, capes, skirts, suits, etc., and immense assortment of dainty muslin and knitted underwear and children's and infants' garments at startling low prices. We are headquarters for **FURS OF ALL KINDS** at below wholesale sale prices, full line in special **DRY GOODS**. We sell dress goods, silks, domestics, flannels, linens, hosiery, hair goods, and dry goods and notions of all kinds at one half retail dealer's prices; if interested write for free Dry Goods and Notion Catalog.

JOHN M. SMYTH CO. 150-179 W. 15th St. St. Paul, Minn.



**FREE
TO
YOU**

Mail Order Copy for Free Catalog Distribution on Special Bargain Offers.
—From "American Woman," Augusta, Me.

identifying it at a glance as their own and securing the cumulative value as a result of continuous advertising.

Many advertisers change the dress of their copy from season to season and often from month to month or issue to issue, always adding to or seeking to give the impression that they are adding to the features which it is desirable that the reader should investigate and take advantage of.

On the other hand, after an advertisement has demonstrated that it is a great "puller"—especially in the case of where one article is offered, or being pushed to the forefront through the "copy" that appears in the papers—such an advertisement in itself often proves the greatest money-making asset in the conduct of that particular mail order business and frequently may be continued year after year on a most profitable basis. It is a fact that many advertisers have learned, to their cost, by experiment, only to return to their "one best ad," that there are features about certain mail order copy which defy the most analytical mind, when it comes to proving *just what* it is about them that absolutely "*gets the money.*" This has been demonstrated again and again by experiment along these lines and, except for seasonable presentation of various propositions, I am not myself a believer in too frequent changes in copy, where one advertisement, or one series of advertisements along mail order lines has proven a winner and profitable.

I know of one mail order proposition that depends on practically one offer in one style of advertisement where it costs approximately \$8.50 to make the first sale which itself

amounts to only \$3.50 and where the advertiser has to wait on an average of fourteen months before he gets his money back and begins to count his *profits* on successive orders. But I am not going to take space here to explain how this is worked out, because it comes under the head of "undesirable" mail order advertising.

In connection with mail order advertising copy, it is frequently desirable to use testimonials of "satisfied users"—to quote from letters from banks on responsibility—to refer to "any commercial agency, or bank, or business man," who can tell the reader whether the concern advertising is responsible and bound to carry out honestly the claim which it presents in the advertisements.

Waste in Type and Space.

I believe that mail order advertisers today waste thousands of dollars—yes, hundreds of thousands of dollars—in arranging their advertisements in such a manner, as to type display, as to make what they have to say hard to read. Especially by making the lines of type too long—the sentences too long and complicated—the paragraphs too solid and uninviting, as well as hard for the eye to follow from line to line without skipping, or without confusion.

In this respect, much of the advertising along mail order lines, as it appears from season to season, or year to year, is repelling, rather than attractive, and, as a consequence, while we see new concerns coming into the papers as users of mail order advertising space from season to season and

year to year, practically half, if not more than half, to three-quarters, drop out and join the ranks of the failures. This, however, is not by any means always due to the copy, but may be primarily due to the proposition itself, or to the methods of handling all features of "salesmanship on paper" as applied to that proposition.

For, after all is said and done, it is only net results that count after the cost of the product and the cost of selling it have been figured and the day comes for the declaration of dividends, or for figuring up accounts and transferring profits to the surplus account.

In deciding upon the question of whether the advertiser shall pay the freight, it is necessary carefully to consider freight zones. In that case, of course, freight is an expense to be figured in on the price.

The average mail order purchaser would rather believe that he does not pay the freight—which, of course, he always does pay, just as he has to pay taxes, or just as he has to "pay the freight" if he buys from his local dealer—no matter what he buys.

And, as illustrating the policy of some of the most successful mail order advertisers, it is interesting to note that many of them follow the practice of running larger copy than they would otherwise use if it were not for the fact that by doing this they appear to dominate their respective fields, as they really do dominate them. Within the last four years an advertiser in a line of products put out for the first time on the mail order selling basis, knowing that competition in his line would follow almost immediately, or

A Wonderful Building Offer

Our Great 1911 Price Wrecking Sale Brand New Lumber and Building Material

HOW WE OBTAIN OUR SUPPLIES

We purchase at Sheriff, Bassett's and Messersmith's / Sales, lumber covering all right materials and lumber yards. Usually when you purchase your building material elsewhere for the complete building above here, it will cost you from 50 to 60 per cent more than we ask for it. By our "direct to you" method we eliminate several middlemen's profits. We can prove this to you. Write Us For Facts

OUR BINDING GUARANTEE

This Company has a capital stock and surplus of over \$1,000,000. We guarantee absolute satisfaction in every detail. If you buy any material from us not so represented, we will take it back at our freight expense and return your money. We are again the victim of a satisfied customer. We will in every instance "Make Good." Thousands of satisfied customers prove this. Ask any Bank, or write to the publishers of this paper.

Our Responsibility is Unquestioned

CHICAGO HOUSE WRECKING COMPANY

EVERY STICK OF LUMBER IS BRAND NEW

Our stock consists of Brand New Material and any statement to the contrary is false and purposely misleading. Get our Guaranteed Quotation, delivered Free of Freight Charges at your home station. You run no risk, as every item is guaranteed to be exactly as represented. A possible saving of from 30 to 50 per cent by our "direct to you" method. Let us prove this to you.

Let Us Make You an Estimate

Steam and Hot Water Heating

We furnish complete Hot Air, Hot Water and Steam Heating Plants of every kind. It makes no difference whether it is in an old or new building, we can furnish material at very low prices. Our Special Heating Plants, which are made to order, are to these interested, with all the facts and give much valuable information. Send us sketch or diagram of your building or house and we will make you an estimate.

Steel Roofing, Siding, Ceiling

Economical and easy to put on, no nails, no fastenings, no labor. It is locally guaranteed, broad way, cheap and durable. It is made of steel, corrugated, galvanized steel sheets, which are made to order. Standard 24 inch, 30 inch, 36 inch, 42 inch, 48 inch, 54 inch, 60 inch, 66 inch, 72 inch, 78 inch, 84 inch, 90 inch, 96 inch, 102 inch, 108 inch, 114 inch, 120 inch, 126 inch, 132 inch, 138 inch, 144 inch, 150 inch, 156 inch, 162 inch, 168 inch, 174 inch, 180 inch, 186 inch, 192 inch, 198 inch, 204 inch, 210 inch, 216 inch, 222 inch, 228 inch, 234 inch, 240 inch, 246 inch, 252 inch, 258 inch, 264 inch, 270 inch, 276 inch, 282 inch, 288 inch, 294 inch, 300 inch, 306 inch, 312 inch, 318 inch, 324 inch, 330 inch, 336 inch, 342 inch, 348 inch, 354 inch, 360 inch, 366 inch, 372 inch, 378 inch, 384 inch, 390 inch, 396 inch, 402 inch, 408 inch, 414 inch, 420 inch, 426 inch, 432 inch, 438 inch, 444 inch, 450 inch, 456 inch, 462 inch, 468 inch, 474 inch, 480 inch, 486 inch, 492 inch, 498 inch, 504 inch, 510 inch, 516 inch, 522 inch, 528 inch, 534 inch, 540 inch, 546 inch, 552 inch, 558 inch, 564 inch, 570 inch, 576 inch, 582 inch, 588 inch, 594 inch, 600 inch, 606 inch, 612 inch, 618 inch, 624 inch, 630 inch, 636 inch, 642 inch, 648 inch, 654 inch, 660 inch, 666 inch, 672 inch, 678 inch, 684 inch, 690 inch, 696 inch, 702 inch, 708 inch, 714 inch, 720 inch, 726 inch, 732 inch, 738 inch, 744 inch, 750 inch, 756 inch, 762 inch, 768 inch, 774 inch, 780 inch, 786 inch, 792 inch, 798 inch, 804 inch, 810 inch, 816 inch, 822 inch, 828 inch, 834 inch, 840 inch, 846 inch, 852 inch, 858 inch, 864 inch, 870 inch, 876 inch, 882 inch, 888 inch, 894 inch, 900 inch, 906 inch, 912 inch, 918 inch, 924 inch, 930 inch, 936 inch, 942 inch, 948 inch, 954 inch, 960 inch, 966 inch, 972 inch, 978 inch, 984 inch, 990 inch, 996 inch, 1002 inch, 1008 inch, 1014 inch, 1020 inch, 1026 inch, 1032 inch, 1038 inch, 1044 inch, 1050 inch, 1056 inch, 1062 inch, 1068 inch, 1074 inch, 1080 inch, 1086 inch, 1092 inch, 1098 inch, 1104 inch, 1110 inch, 1116 inch, 1122 inch, 1128 inch, 1134 inch, 1140 inch, 1146 inch, 1152 inch, 1158 inch, 1164 inch, 1170 inch, 1176 inch, 1182 inch, 1188 inch, 1194 inch, 1200 inch, 1206 inch, 1212 inch, 1218 inch, 1224 inch, 1230 inch, 1236 inch, 1242 inch, 1248 inch, 1254 inch, 1260 inch, 1266 inch, 1272 inch, 1278 inch, 1284 inch, 1290 inch, 1296 inch, 1302 inch, 1308 inch, 1314 inch, 1320 inch, 1326 inch, 1332 inch, 1338 inch, 1344 inch, 1350 inch, 1356 inch, 1362 inch, 1368 inch, 1374 inch, 1380 inch, 1386 inch, 1392 inch, 1398 inch, 1404 inch, 1410 inch, 1416 inch, 1422 inch, 1428 inch, 1434 inch, 1440 inch, 1446 inch, 1452 inch, 1458 inch, 1464 inch, 1470 inch, 1476 inch, 1482 inch, 1488 inch, 1494 inch, 1500 inch, 1506 inch, 1512 inch, 1518 inch, 1524 inch, 1530 inch, 1536 inch, 1542 inch, 1548 inch, 1554 inch, 1560 inch, 1566 inch, 1572 inch, 1578 inch, 1584 inch, 1590 inch, 1596 inch, 1602 inch, 1608 inch, 1614 inch, 1620 inch, 1626 inch, 1632 inch, 1638 inch, 1644 inch, 1650 inch, 1656 inch, 1662 inch, 1668 inch, 1674 inch, 1680 inch, 1686 inch, 1692 inch, 1698 inch, 1704 inch, 1710 inch, 1716 inch, 1722 inch, 1728 inch, 1734 inch, 1740 inch, 1746 inch, 1752 inch, 1758 inch, 1764 inch, 1770 inch, 1776 inch, 1782 inch, 1788 inch, 1794 inch, 1800 inch, 1806 inch, 1812 inch, 1818 inch, 1824 inch, 1830 inch, 1836 inch, 1842 inch, 1848 inch, 1854 inch, 1860 inch, 1866 inch, 1872 inch, 1878 inch, 1884 inch, 1890 inch, 1896 inch, 1902 inch, 1908 inch, 1914 inch, 1920 inch, 1926 inch, 1932 inch, 1938 inch, 1944 inch, 1950 inch, 1956 inch, 1962 inch, 1968 inch, 1974 inch, 1980 inch, 1986 inch, 1992 inch, 1998 inch, 2004 inch, 2010 inch, 2016 inch, 2022 inch, 2028 inch, 2034 inch, 2040 inch, 2046 inch, 2052 inch, 2058 inch, 2064 inch, 2070 inch, 2076 inch, 2082 inch, 2088 inch, 2094 inch, 2100 inch, 2106 inch, 2112 inch, 2118 inch, 2124 inch, 2130 inch, 2136 inch, 2142 inch, 2148 inch, 2154 inch, 2160 inch, 2166 inch, 2172 inch, 2178 inch, 2184 inch, 2190 inch, 2196 inch, 2202 inch, 2208 inch, 2214 inch, 2220 inch, 2226 inch, 2232 inch, 2238 inch, 2244 inch, 2250 inch, 2256 inch, 2262 inch, 2268 inch, 2274 inch, 2280 inch, 2286 inch, 2292 inch, 2298 inch, 2304 inch, 2310 inch, 2316 inch, 2322 inch, 2328 inch, 2334 inch, 2340 inch, 2346 inch, 2352 inch, 2358 inch, 2364 inch, 2370 inch, 2376 inch, 2382 inch, 2388 inch, 2394 inch, 2400 inch, 2406 inch, 2412 inch, 2418 inch, 2424 inch, 2430 inch, 2436 inch, 2442 inch, 2448 inch, 2454 inch, 2460 inch, 2466 inch, 2472 inch, 2478 inch, 2484 inch, 2490 inch, 2496 inch, 2502 inch, 2508 inch, 2514 inch, 2520 inch, 2526 inch, 2532 inch, 2538 inch, 2544 inch, 2550 inch, 2556 inch, 2562 inch, 2568 inch, 2574 inch, 2580 inch, 2586 inch, 2592 inch, 2598 inch, 2604 inch, 2610 inch, 2616 inch, 2622 inch, 2628 inch, 2634 inch, 2640 inch, 2646 inch, 2652 inch, 2658 inch, 2664 inch, 2670 inch, 2676 inch, 2682 inch, 2688 inch, 2694 inch, 2700 inch, 2706 inch, 2712 inch, 2718 inch, 2724 inch, 2730 inch, 2736 inch, 2742 inch, 2748 inch, 2754 inch, 2760 inch, 2766 inch, 2772 inch, 2778 inch, 2784 inch, 2790 inch, 2796 inch, 2802 inch, 2808 inch, 2814 inch, 2820 inch, 2826 inch, 2832 inch, 2838 inch, 2844 inch, 2850 inch, 2856 inch, 2862 inch, 2868 inch, 2874 inch, 2880 inch, 2886 inch, 2892 inch, 2898 inch, 2904 inch, 2910 inch, 2916 inch, 2922 inch, 2928 inch, 2934 inch, 2940 inch, 2946 inch, 2952 inch, 2958 inch, 2964 inch, 2970 inch, 2976 inch, 2982 inch, 2988 inch, 2994 inch, 3000 inch, 3006 inch, 3012 inch, 3018 inch, 3024 inch, 3030 inch, 3036 inch, 3042 inch, 3048 inch, 3054 inch, 3060 inch, 3066 inch, 3072 inch, 3078 inch, 3084 inch, 3090 inch, 3096 inch, 3102 inch, 3108 inch, 3114 inch, 3120 inch, 3126 inch, 3132 inch, 3138 inch, 3144 inch, 3150 inch, 3156 inch, 3162 inch, 3168 inch, 3174 inch, 3180 inch, 3186 inch, 3192 inch, 3198 inch, 3204 inch, 3210 inch, 3216 inch, 3222 inch, 3228 inch, 3234 inch, 3240 inch, 3246 inch, 3252 inch, 3258 inch, 3264 inch, 3270 inch, 3276 inch, 3282 inch, 3288 inch, 3294 inch, 3300 inch, 3306 inch, 3312 inch, 3318 inch, 3324 inch, 3330 inch, 3336 inch, 3342 inch, 3348 inch, 3354 inch, 3360 inch, 3366 inch, 3372 inch, 3378 inch, 3384 inch, 3390 inch, 3396 inch, 3402 inch, 3408 inch, 3414 inch, 3420 inch, 3426 inch, 3432 inch, 3438 inch, 3444 inch, 3450 inch, 3456 inch, 3462 inch, 3468 inch, 3474 inch, 3480 inch, 3486 inch, 3492 inch, 3498 inch, 3504 inch, 3510 inch, 3516 inch, 3522 inch, 3528 inch, 3534 inch, 3540 inch, 3546 inch, 3552 inch, 3558 inch, 3564 inch, 3570 inch, 3576 inch, 3582 inch, 3588 inch, 3594 inch, 3600 inch, 3606 inch, 3612 inch, 3618 inch, 3624 inch, 3630 inch, 3636 inch, 3642 inch, 3648 inch, 3654 inch, 3660 inch, 3666 inch, 3672 inch, 3678 inch, 3684 inch, 3690 inch, 3696 inch, 3702 inch, 3708 inch, 3714 inch, 3720 inch, 3726 inch, 3732 inch, 3738 inch, 3744 inch, 3750 inch, 3756 inch, 3762 inch, 3768 inch, 3774 inch, 3780 inch, 3786 inch, 3792 inch, 3798 inch, 3804 inch, 3810 inch, 3816 inch, 3822 inch, 3828 inch, 3834 inch, 3840 inch, 3846 inch, 3852 inch, 3858 inch, 3864 inch, 3870 inch, 3876 inch, 3882 inch, 3888 inch, 3894 inch, 3900 inch, 3906 inch, 3912 inch, 3918 inch, 3924 inch, 3930 inch, 3936 inch, 3942 inch, 3948 inch, 3954 inch, 3960 inch, 3966 inch, 3972 inch, 3978 inch, 3984 inch, 3990 inch, 3996 inch, 4002 inch, 4008 inch, 4014 inch, 4020 inch, 4026 inch, 4032 inch, 4038 inch, 4044 inch, 4050 inch, 4056 inch, 4062 inch, 4068 inch, 4074 inch, 4080 inch, 4086 inch, 4092 inch, 4098 inch, 4104 inch, 4110 inch, 4116 inch, 4122 inch, 4128 inch, 4134 inch, 4140 inch, 4146 inch, 4152 inch, 4158 inch, 4164 inch, 4170 inch, 4176 inch, 4182 inch, 4188 inch, 4194 inch, 4200 inch, 4206 inch, 4212 inch, 4218 inch, 4224 inch, 4230 inch, 4236 inch, 4242 inch, 4248 inch, 4254 inch, 4260 inch, 4266 inch, 4272 inch, 4278 inch, 4284 inch, 4290 inch, 4296 inch, 4302 inch, 4308 inch, 4314 inch, 4320 inch, 4326 inch, 4332 inch, 4338 inch, 4344 inch, 4350 inch, 4356 inch, 4362 inch, 4368 inch, 4374 inch, 4380 inch, 4386 inch, 4392 inch, 4398 inch, 4404 inch, 4410 inch, 4416 inch, 4422 inch, 4428 inch, 4434 inch, 4440 inch, 4446 inch, 4452 inch, 4458 inch, 4464 inch, 4470 inch, 4476 inch, 4482 inch, 4488 inch, 4494 inch, 4500 inch, 4506 inch, 4512 inch, 4518 inch, 4524 inch, 4530 inch, 4536 inch, 4542 inch, 4548 inch, 4554 inch, 4560 inch, 4566 inch, 4572 inch, 4578 inch, 4584 inch, 4590 inch, 4596 inch, 4602 inch, 4608 inch, 4614 inch, 4620 inch, 4626 inch, 4632 inch, 4638 inch, 4644 inch, 4650 inch, 4656 inch, 4662 inch, 4668 inch, 4674 inch, 4680 inch, 4686 inch, 4692 inch, 4698 inch, 4704 inch, 4710 inch, 4716 inch, 4722 inch, 4728 inch, 4734 inch, 4740 inch, 4746 inch, 4752 inch, 4758 inch, 4764 inch, 4770 inch, 4776 inch, 4782 inch, 4788 inch, 4794 inch, 4800 inch, 4806 inch, 4812 inch, 4818 inch, 4824 inch, 4830 inch, 4836 inch, 4842 inch, 4848 inch, 4854 inch, 4860 inch, 4866 inch, 4872 inch, 4878 inch, 4884 inch, 4890 inch, 4896 inch, 4902 inch, 4908 inch, 4914 inch, 4920 inch, 4926 inch, 4932 inch, 4938 inch, 4944 inch, 4950 inch, 4956 inch, 4962 inch, 4968 inch, 4974 inch, 4980 inch, 4986 inch, 4992 inch, 4998 inch, 5004 inch, 5010 inch, 5016 inch, 5022 inch, 5028 inch, 5034 inch, 5040 inch, 5046 inch, 5052 inch, 5058 inch, 5064 inch, 5070 inch, 5076 inch, 5082 inch, 5088 inch, 5094 inch, 5100 inch, 5106 inch, 5112 inch, 5118 inch, 5124 inch, 5130 inch, 5136 inch, 5142 inch, 5148 inch, 5154 inch, 5160 inch, 5166 inch, 5172 inch, 5178 inch, 5184 inch, 5190 inch, 5196 inch, 5202 inch, 5208 inch, 5214 inch, 5220 inch, 5226 inch, 5232 inch, 5238 inch, 5244 inch, 5250 inch, 5256 inch, 5262 inch, 5268 inch, 5274 inch, 5280 inch, 5286 inch, 5292 inch, 5298 inch, 5304 inch, 5310 inch, 5316 inch, 5322 inch, 5328 inch, 5334 inch, 5340 inch, 5346 inch, 5352 inch, 5358 inch, 5364 inch, 5370 inch, 5376 inch, 5382 inch, 5388 inch, 5394 inch, 5400 inch, 5406 inch, 5412 inch, 5418 inch, 5424 inch, 5430 inch, 5436 inch, 5442 inch, 5448 inch, 5454 inch, 5460 inch, 5466 inch, 5472 inch, 5478 inch, 5484 inch, 5490 inch, 5496 inch, 5502 inch, 5508 inch, 5514 inch, 5520 inch, 5526 inch, 5532 inch, 5538 inch, 5544 inch, 5550 inch, 5556 inch, 5562 inch, 5568 inch, 5574 inch, 5580 inch, 5586 inch, 5592 inch, 5598 inch, 5604 inch, 5610 inch, 5616 inch, 5622 inch, 5628 inch, 5634 inch, 5640 inch, 5646 inch, 5652 inch, 5658 inch, 5664 inch, 5670 inch, 5676 inch, 5682 inch, 5688 inch, 5694 inch, 5700 inch, 5706 inch, 5712 inch, 5718 inch, 5724 inch, 5730 inch, 5736 inch, 5742 inch, 5748 inch, 5754 inch, 5760 inch, 5766 inch, 5772 inch, 5778 inch, 5784 inch, 5790 inch, 5796 inch, 5802 inch, 5808 inch, 5814 inch, 5820 inch, 5826 inch, 5832 inch, 5838 inch, 5844 inch, 5850 inch, 5856 inch, 5862 inch, 5868 inch, 5874 inch, 5880 inch, 5886 inch, 5892 inch, 5898 inch, 5904 inch, 5910 inch, 5916 inch, 5922 inch, 5928 inch, 5934 inch, 5940 inch, 5946 inch, 5952 inch, 5958 inch, 5964 inch, 5970 inch, 5976 inch, 5982 inch, 5988 inch, 5994 inch, 6000 inch, 6006 inch, 6012 inch, 6018 inch, 6024 inch, 6030 inch, 6036 inch, 6042 inch, 6048 inch, 6054 inch, 6060 inch, 6066 inch, 6072 inch, 6078 inch, 6084 inch, 6090 inch, 6096 inch, 6102 inch, 6108 inch, 6114 inch, 6120 inch, 6126 inch, 6132 inch, 6138 inch, 6144 inch, 6150 inch, 6156 inch, 6162 inch, 6168 inch, 6174 inch, 6180 inch, 6186 inch, 6192 inch, 6198 inch, 6204 inch, 6210 inch, 6216 inch, 6222 inch, 6228 inch, 6234 inch, 6240 inch, 6246 inch, 6252 inch, 6258 inch, 6264 inch, 6270 inch, 6276 inch, 6282 inch, 6288 inch, 6294 inch, 6300 inch, 6306 inch, 6312 inch, 6318 inch, 6324 inch, 6330 inch, 6336 inch, 6342 inch, 6348 inch, 6354 inch, 6360 inch, 6366 inch, 6372 inch, 6378 inch, 6384 inch, 6390 inch, 6396 inch, 6402 inch, 6408 inch, 6414 inch, 6420 inch, 6426 inch, 6432 inch, 6438 inch, 6444 inch, 6450 inch, 6456 inch, 6462 inch, 6468 inch, 6474 inch, 6480 inch, 6486 inch, 6492 inch, 6498 inch, 6504 inch, 6510 inch, 6516 inch, 6522 inch, 6528 inch, 6534 inch, 6540 inch, 6546 inch, 6552 inch, 6558 inch, 6564 inch, 6570 inch, 6576 inch, 6582 inch, 6588 inch, 6594 inch, 6600 inch, 6606 inch, 6612 inch, 6618 inch, 6624 inch, 6630 inch, 6636 inch, 6642 inch, 6648 inch, 6654 inch, 6660 inch, 6666 inch, 6672 inch, 6678 inch, 6684 inch, 6690 inch, 6696 inch, 6702 inch, 6708 inch, 6714 inch, 6720 inch, 6726 inch, 6732 inch, 6738 inch, 6744 inch, 6750 inch, 6756 inch, 6762 inch, 6768 inch, 6774 inch, 6780 inch, 6786 inch, 6792 inch, 6798 inch, 6804 inch, 6810 inch, 6816 inch, 6822 inch, 6828 inch, 6834 inch, 6840 inch, 6846 inch, 6852 inch, 6858 inch, 6864 inch, 6870 inch, 6876 inch, 6882 inch, 6888 inch, 6894 inch, 6900 inch, 6906 inch, 6912 inch, 6918 inch, 6924 inch, 6930 inch, 6936 inch, 6942 inch, 6948 inch, 6954 inch, 6960 inch, 6966 inch, 6972 inch, 6978 inch, 6984 inch, 6990 inch, 6996 inch, 7002 inch, 7008 inch, 7014 inch, 7020 inch, 7026 inch, 7032 inch, 7038 inch, 7044 inch, 7050 inch, 7056 inch, 7062 inch, 7068 inch, 7074 inch, 7080 inch, 7086 inch, 7092 inch, 7098 inch, 7104 inch, 7110 inch, 7116 inch, 7122 inch, 7128 inch, 7134 inch, 7140 inch, 7146 inch, 7152 inch, 7158 inch, 7164 inch, 7170 inch, 7176 inch, 7182 inch, 7188 inch, 7194 inch, 7200 inch, 7206 inch, 7212 inch, 7218 inch, 7224 inch, 7230 inch, 7236 inch, 7242 inch, 7248 inch, 7254 inch, 7260 inch, 7266 inch, 7272 inch, 7278 inch, 7284 inch, 7290 inch, 7296 inch, 7302 inch, 7308 inch, 7314 inch, 7320 inch, 7326 inch, 7332 inch, 7338 inch, 7344 inch, 7350 inch, 7356 inch, 7362 inch, 7368 inch, 7374 inch, 7380 inch, 7386 inch, 7392 inch, 7398 inch, 7404 inch, 7410 inch, 7416 inch, 7422 inch, 7428 inch, 7434 inch, 7440 inch, 7446 inch, 7452 inch, 7458 inch, 7464 inch, 7470 inch, 7476 inch, 7482 inch, 7488 inch, 7494 inch, 7500 inch, 7506 inch, 7512 inch, 7518 inch, 7524 inch, 7530 inch, 7536 inch, 7542 inch, 7548 inch, 7554 inch, 7560 inch, 7566 inch, 7572 inch, 7578 inch, 7584 inch, 7590 inch, 7596 inch, 7602 inch, 7608 inch, 7614 inch, 7620 inch, 7626 inch, 7632 inch, 7638 inch, 7644 inch, 7650 inch, 7656 inch, 7662 inch, 7668 inch, 7674 inch, 7680 inch, 7686 inch, 7692 inch, 7698 inch, 7704 inch, 7710 inch, 7716 inch, 7722 inch, 7728 inch, 7734 inch, 7740 inch, 7746 inch, 7752 inch, 7758 inch, 7764 inch, 7770 inch, 7776 inch, 7782 inch, 7788 inch, 7794 inch, 7800 inch, 7806 inch, 7812 inch, 7818 inch, 7824 inch, 7830 inch, 7836 inch, 7842 inch, 7848 inch, 7854 inch, 7860 inch, 7866 inch, 7872 inch, 7878 inch, 7884 inch, 7890 inch, 7896 inch, 7902 inch, 7908 inch, 7914 inch, 7920 inch, 7926 inch, 7932 inch, 7938 inch, 7944 inch, 7950 inch, 7956 inch, 7962 inch, 7968 inch, 7974 inch, 7980 inch, 7986 inch, 7992 inch, 7998 inch, 8004 inch, 8010 inch, 8016 inch, 8022 inch, 8028 inch, 8034 inch, 8040 inch, 8046 inch, 8052 inch, 8058 inch, 8064 inch, 8070 inch, 8076 inch, 8082 inch, 8088 inch, 8094 inch, 8100 inch, 8106 inch, 8112 inch, 8118 inch, 8124 inch, 8130 inch, 8136 inch, 8142 inch, 8148 inch, 8154 inch, 8160 inch, 8166 inch, 8172 inch, 8178 inch, 8184 inch, 8190 inch, 8196 inch, 8202 inch, 8208 inch, 8214 inch, 8220 inch, 8226 inch, 8232 inch, 8238 inch, 8244 inch, 8250 inch, 8256 inch, 8262 inch, 8268 inch, 8274 inch, 8280 inch, 8286 inch, 8292 inch, 8298 inch, 8304 inch, 8310 inch, 8316 inch, 8322 inch, 8328 inch, 8334 inch, 8340 inch, 8346 inch, 8352 inch, 8358 inch, 8364 inch, 8370 inch, 8376 inch, 8382 inch, 8388 inch, 8394 inch, 8400 inch, 8406 inch, 8412 inch, 8418 inch, 8424 inch, 8430 inch, 8436 inch, 8442 inch, 8448 inch, 8454 inch, 8460 inch, 8466 inch, 8472 inch, 8478 inch, 8484 inch, 8490 inch, 8496 inch, 8502 inch, 8508 inch, 8514 inch, 8520 inch, 8526 inch, 8532 inch, 8538 inch, 8544 inch, 8550 inch, 8556 inch, 8562 inch, 8568 inch, 8574 inch, 8580 inch, 8586 inch, 8592 inch, 8598 inch, 8604 inch, 8610 inch, 8616 inch, 8622 inch, 8628 inch, 8634 inch, 8640 inch, 8646 inch, 8652 inch, 8658 inch, 8664 inch, 8670 inch, 8676 inch, 8682 inch, 8688 inch, 8694 inch, 8700 inch, 8706 inch, 8712 inch, 8718 inch, 8724 inch, 8730 inch, 8736 inch, 8742 inch, 8748 inch, 8754 inch, 8760 inch, 8766 inch, 8772 inch, 8778 inch, 8784 inch, 8790 inch, 8796 inch, 8802 inch, 8808 inch, 8814 inch, 8820 inch, 8826 inch, 8832 inch, 8838 inch, 8844 inch, 8850 inch, 8856 inch, 8862 inch, 8868 inch, 8874 inch, 8880 inch, 8886 inch, 8892 inch, 8898 inch, 8904 inch, 8910 inch, 8916 inch, 8922 inch, 8928 inch, 8934 inch, 8940 inch, 8946 inch, 8952 inch, 8958 inch, 8964 inch, 8970 inch, 8976 inch, 8982 inch, 8988 inch, 8994 inch, 9000 inch, 9006 inch, 9012 inch, 9018 inch, 9024 inch, 9030 inch, 9036 inch, 9042 inch, 9048 inch, 9054 inch, 9060 inch, 9066 inch, 9072 inch, 9078 inch, 9084 inch, 9090 inch, 9096 inch, 9102 inch, 9108 inch, 9114 inch, 9120 inch, 9126 inch, 9132 inch, 9138 inch, 9144 inch, 9150 inch, 9156 inch, 9162 inch, 9168 inch, 9174 inch, 9180 inch, 9186 inch, 9192 inch, 9198 inch, 9204 inch, 9210 inch, 9216 inch, 9222 inch, 9228 inch, 9234 inch, 9240 inch, 9246 inch, 9252 inch, 9258 inch, 9264 inch, 9270 inch, 9276 inch, 9282 inch, 9288 inch, 9294 inch, 9300 inch, 9306 inch, 9312 inch, 9318 inch, 9324 inch, 9330 inch, 9336 inch, 9342 inch, 9348 inch, 9354 inch, 9360 inch, 9366 inch, 9372 inch, 9378 inch, 9384 inch, 9390 inch, 9396 inch, 9402 inch, 9408 inch, 9414 inch, 9420 inch, 9426 inch, 9432 inch, 9438 inch, 9444 inch, 9450 inch, 9456 inch, 9462 inch, 9468 inch, 9474 inch, 9480 inch, 9486 inch, 9492 inch, 9498 inch, 9504 inch, 9510 inch, 9516 inch, 9522 inch, 9528 inch, 9534 inch, 9540 inch, 9546 inch, 9552 inch, 9558 inch, 9564 inch, 9570 inch, 9576 inch, 9582 inch, 9588 inch, 9594 inch, 9600 inch, 9606 inch, 9612 inch, 9618 inch, 9624 inch, 9630 inch, 9636 inch, 9642 inch, 9648 inch, 9654 inch, 9660 inch, 9666 inch, 9672 inch, 9678 inch, 9684 inch, 9690 inch, 9696 inch, 9702 inch, 9708 inch, 9714 inch, 9720 inch, 9726 inch, 9732 inch, 9738 inch, 9744 inch, 9750 inch, 9756 inch, 9762 inch, 9768 inch, 9774 inch, 9780 inch, 9786 inch, 9792 inch, 9798 inch, 9804 inch, 9810 inch, 9816 inch, 9822 inch, 9828 inch, 9834 inch, 9840 inch, 9846 inch, 9852 inch, 9858 inch, 9864 inch, 9870 inch, 9876 inch, 9882 inch, 98

as soon as the plans of his competitors could be formulated, went out in pages all over the country in the agricultural press, using the largest space at that time and most expensive position that could possibly be had in the highest priced agricultural papers published. His first six months' advertising appropriation was proportionately abnormal and 'way beyond what he would have expended if he had not wished to "scare off" competition by the way in which he was spending his money, as well as from the large amount that he made it appear necessary to enter that field.

Yet he accomplished his purpose, to a large extent, and today his competitors, who have, from time to time, tried to enter his field, have always been "trailers." When the mail order buying public thinks of the *product* which he sells they think of *his name first*, which is, in the mail order field as well as in every other field, one of the greatest assets that any advertiser can have.

And right here I want to say that I have purposely avoided mentioning the methods followed by the company with which I have been associated for many years, except as I mentioned it above in connection with a list of other large concerns that have been most successful in the mail order advertising field.

One of the companies mentioned in the above list is practically only a half-dozen years old and was started by a "farmer boy" whose personality has become the best known to the farmers of America of any personality in the mail order field.

This man, by the indomitable strength of his character,

experience and personality, has built up a very large business, selling direct to the farmer only and including practically only three kinds of products in the nature of agricultural implements. His company is capitalized at several millions of dollars and he is reputed to be personally worth at least over one million dollars himself. All of this he has accomplished within the past half-dozen years, and he is as yet in his early thirties.

Spent Quarter of a Million.

Within the past year this man spent for advertising space alone nearly \$250,000—one-quarter of a million—and within one week, to start his campaign, along in the month of October he used what was the largest advertisement ever published up to that time in the agricultural papers, running into eleven pages, including paid-for type matter of several pages along editorial lines, telling the history of his success.

As a result of that campaign, which was probably by far the largest that he will ever need to run and which was the most successful that he had ever undertaken, he was placed in the forefront in his particular lines of manufacture in the direct-to-the-consumer or mail order selling field.

The business lives of such men as this, who have made success in the mail order advertising field, are most interesting to hear about, and I could name a dozen men whose mail order biographies, or, better still, whose mail order autobiographies, would make to me, and I believe to almost

any man, more interesting reading than fiction, or any other class of literature published today having a bearing upon the progress of our times.

And I know very well that if the truth—all of the truth—about these men were to be told it would be stranger and harder for the layman to believe than fiction itself.

Now, these great successes and this great tendency of the times toward mail order advertising as the only method of selling products direct to the user have not been made without arousing the greatest antagonism, often going to ends most bitter in the field of competition.

This has naturally been the case, because the great mail order advertisers have, as they grew stronger and stronger, eaten their way into the vitals of old-line concerns and “trust” companies or combinations, whose methods of selling and distribution necessarily found their outlet through the local retail dealer or agency.

So these concerns doing business still along the old lines, which include in their selling organization all of the “middlemen” necessary for the conduct of business along those lines, jobbers, brokers, wholesalers, traveling salesmen, retailers, etc., have naturally done all in their power to block the way of the mail order concerns.

The small town or village retailer is inclined to feel that his bread and butter and means of livelihood are being gradually taken away from him by the increasing popularity among country and small town and village people of buying direct from the manufacturer by mail.

But all of these matters will work themselves out to the

MENS COMPLETE OUTFIT

FINE WOOLS
CASSIMERE SUIT
SWELL STRIPED
WORSTED TROUSERS
AND DANDY SAFETY RAZOR

SAFETY RAZOR FREE
 Until there are given we will sell 15,000 fall and winter weight **NAVY BLUE WOOL CASSIMERE** MEN'S SUITS AT \$4.95, and as a premium and adv. we will give FREE with each suit at \$4.95 a pair of fine navy stripe worsted trousers, and if you order within 30 days we will throw in an special premium with the suit extra trousers at \$4.95 a highly risked, fail-safe safety razor, guaranteed to shave as perfectly as any \$5.00 safety razor regardless of name. **THE SUIT** is a finest grade navy blue cassimere, a splendid fast color fabric of perfect weave and beautiful changeless finish. It is stylishly made up by expert tailors in latest single breasted sack style to fit perfect, is gorge lined, elegantly finished, guaranteed better than exclusive clothes! \$5 to \$10 suit or on sale. Size 33 to 45 is around breast.

FREE Trousers
 The which we give with the suit at \$4.95 are made of beautiful dark, fancy striped worsted, are very stylish, finely tailored and perfect fitting. This is the most astonishing and wonderful clothing offer ever made. We openly challenge any firm to do better. **Send \$1.00** give chest measure over vest, waist measure over trousers, if you mean business and might, and we will send you a fine navy blue cassimere suit and extra pair of elegant fancy striped worsted trousers and fine safety razor by express subject to examination at the warehouse office, you to pay the balance, \$3.95 and express charges, after you examine the clothes and find them perfectly satisfactory, a perfect fit, the greatest clothing bargain you ever saw, and equal to any suit and extra trousers you ever saw at \$10.00 to \$15.00, and as stylish as any suit there is in your neighborhood regardless of price, otherwise we will promptly refund your \$1.00. Order the outfit today and send for our big cloth sample book (fit suit and ask for BOOK NO. 27) which contains 100 fine cloth samples of ready made suits at \$3.95 up, overcoats at \$4.95 up and complete stock of rain coats, duck, corduroy and sheep lined coats and all kinds of men's winter clothing. Order the outfit or write for this sample book No. 27 today. Do it now for **our FREE CATALOG OF MEN'S FURNISHING GOODS:** underwear 19c up, socks 7c up, hats 99c up, sweaters 42c up, dress shirts 99c up, and every kind of apparel for men and boys at correspondingly low prices. **Send for it TODAY.**

JOHN M. SMYTH CO. 150-175 West Chicago
 50 MUSIC LESSONS FREE ON ORGAN OR PIANO

We will send you a Parlor Grand Organ or a Concert Grand Piano on approval without any money in advance, give you 50 weekly music lessons free, allow you one year's free trial and if you keep the instrument send you a 25 year, iron-clad and holding guarantee. Write today for **our great FREE SPECIAL CATALOG** and read in those wonderful full about these wonderful and liberal offers and see the pictures and descriptions of our beautiful organs at \$19.95 up, pianos at \$88.75 up, shown in their natural colors—oak, walnut or mahogany. **OUR PARLOR GRAND ORGANS AT \$18.95 up**, beat any other organs, regardless of make or price. The cases are exclusive designs, of exceptional beauty, elegantly finished with rich carvings and scrolls and large, heavy, beveled mirrors. Tone is of rare quality, smooth, clear, sympathetic and powerful. **OUR CONCERT GRAND PIANOS AT \$88.75 up**, are richly and rarely beautiful, of sweet, round, clear and powerful tone and are the most majestic pianos in the world, nothing finer, nothing better. Send us a postal or letter today saying "send me your great special organs and piano catalog." **Send our reports, photographs, startling low prices, liberal terms, and marvelous FREE TRIAL OFFER.**

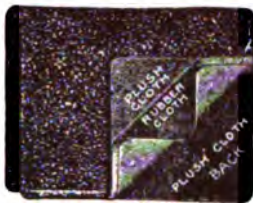
JOHN M. SMYTH CO. 150-175 West Chicago

50 MUSIC LESSONS FREE ON ORGAN OR PIANO

We will send you a Parlor Grand Organ or a Concert Grand Piano on approval without any money in advance, give you 50 weekly music lessons free, allow you one year's free trial and if you keep the instrument send you a 25 year, iron-clad and holding guarantee. Write today for **our great FREE SPECIAL CATALOG** and read in those wonderful full about these wonderful and liberal offers and see the pictures and descriptions of our beautiful organs at \$19.95 up, pianos at \$88.75 up, shown in their natural colors—oak, walnut or mahogany. **OUR PARLOR GRAND ORGANS AT \$18.95 up**, beat any other organs, regardless of make or price. The cases are exclusive designs, of exceptional beauty, elegantly finished with rich carvings and scrolls and large, heavy, beveled mirrors. Tone is of rare quality, smooth, clear, sympathetic and powerful. **OUR CONCERT GRAND PIANOS AT \$88.75 up**, are richly and rarely beautiful, of sweet, round, clear and powerful tone and are the most majestic pianos in the world, nothing finer, nothing better. Send us a postal or letter today saying "send me your great special organs and piano catalog." **Send our reports, photographs, startling low prices, liberal terms, and marvelous FREE TRIAL OFFER.**

JOHN M. SMYTH CO. 150-175 West Chicago

Robes and Horse Blankets



Williams' Rubber Interlined Plush Robe

Wind and storm proof
 Large size, 54x72 inches.
 Weight, about 12 pounds.

No. 10V17479
 Price \$4.97

Williams' Burlap Stable Blanket

The best \$1.00 burlap stable blanket you can get. Length, about 72 inches. Weight, 4 1/4 pounds.

No. 10V17527
 Price \$1.00



Williams' Guaranteed Horse Blankets

The best wearing blankets you can buy.

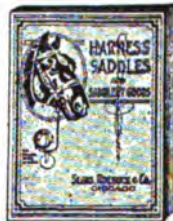
No. 10V17372 Size, 76x80 inches Weight, 4 pounds Price 89c

No. 10V17383 Size, 84x90 inches Weight, 8 pounds Price \$1.70

Write for This Free Catalog

Our new Catalog of Harness, Saddles and Saddle Goods is a magnificently printed and illustrated book, displaying our full line of harness and saddles, fly nets, horse blankets, plush and fur robes, and a complete line of stable supplies. The robes and blankets are illustrated by the latest process of color engraving and color printing, showing these goods just exactly as they look, with every shade of the actual colors correctly reproduced.

You need this catalog whether you are ready to buy just at present or not, and don't forget that with the prices for raw hides and leather continually going up, you can buy harness and saddles right now much cheaper than you can in the future.



Sears, Roebuck and Co., Chicago, Illinois

Please send me your new Harness Catalog.

Name _____
 Postoffice _____
 R. F. D. No. _____ State _____
 P. O. Box No. _____ Street and No. _____

SEARS, ROEBUCK AND CO CHICAGO

Smallest Type Will Be Read to Get "Bargains" by Mail Order.—From "Magazine of Mysteries," New York.

Seasonable Mail Order Advertisement Pushing Special Line by the Largest Mail Order Concern in the World.—From "Breeders' Gazette," Chicago.

best good of the greatest number. Already it is becoming more generally recognized by the retailers, wherever located, that mail order advertising and selling is not an un-mixed evil. The educating of the people and the development of the country and the enlargement of the imagination of the buying public has been brought about as a result of all of the ramifications that go to make up the mail order business.

While the retailers' business in former years in such communities as we have in question was built up in supplying the demand for "necessities" almost exclusively, today his business, under the education and enlightenment and enrichment of the people, includes a wider range of "necessities" and practically all of the luxuries of the world's markets.

The retailer is coming more and more to realize the importance to him, as well as to the country at large, of the extension of the rural free delivery service and of the establishment of the parcels post along the broadest lines.

He realizes that it is the jobbers, who fear for their own extermination, who have been whooping it up against "Parcels Post" and keeping up the scare by every method in their power.

Providence and Uncle Sam sometimes seem slow, but I believe that no one will deny that they are pretty apt to be sure in the long run.

All of these matters are of great importance in developing the comforts of the farmer and his family, as well as the

Five of the
Newest and
Most Beautiful
"NATIONAL"
Styles



The Complete
"NATIONAL"
Style Book
Free Upon
Request

Copyright M. 1911, by
Hammill, Clark & Co., Inc.
New York City

We Have a STYLE BOOK Put Away For You

We have one "NATIONAL" Style Book put away especially for you—to be sent you *free* as a reader of THE PEOPLE'S HOME JOURNAL.

To you this Book will bring all the beauty and becomingness in the whole world of fashion. To you it will give all the pleasure of the new Spring styles—all the information of the changes in fashion, all the news of what is to be worn, all the pictures of what would be most becoming for you to wear. To you it offers

More Clothes for the Same Money

With all its wealth of newness and stylishness and beauty comes the advantage of the saving your "NATIONAL" Style Book will bring you. Each garment you select will save you money.

Therefore this "NATIONAL" Style Book, your "NATIONAL" Style Book not only becomes a Book of Pleasure, of keenly interesting fashion news, but also a Book of Economy. An opportunity to you, personally, to dress more economically—to have more clothes and save money.

We have a Style Book put away for you. We are going to send this Book to you as soon as we hear from you—as soon as you tell us the book is welcome. You should in your own interest, write us—not tomorrow—but now.

New Styles—2,000 Years Old

The story of the Styles is interesting—how the new things are the old things—and yet how very new, how greatly different, this Spring's Fashion are!

New and changed—and yet our Lingerie and Silk Dresses take their lines from ancient Greece—even from Egypt their inspiration comes. Tailored Suits with their smart skirts and straight hip-length coats give the graceful, narrow silhouette of centuries ago.

And in addition to these interesting fashion changes your "NATIONAL" Style Book will show you the new waists in the Trousant style, and chignon dress waists and

waists of striped Japanese silk. Veils are used as hat draperies over the huge Bon-branch shapes of which your "NATIONAL" Style Book shows so many.

But why go further with the story of the Styles—we give below a coupon. This coupon is good for your "NATIONAL" Style Book. Cut out the coupon and secure your Book—NOW.

"NATIONAL" Service

"Always Pleases the Customer"

It is our policy—"Always to please the customer." That is what is meant by the world famed "NATIONAL" Service. To so serve each customer—to serve you, that absolute satisfaction will be assured.

Twenty-two years ago we started making garments to measure—trying always to "please the customer." Today "NATIONAL" Made-to-Measure Suits priced at from \$15 to \$40 are America's standard—because they always please the customer.

"NATIONAL" Tailored Suits please with their good style, please by fitting perfectly and please because made in the very best manner possible—with quality far higher than the price. Of sterling, carefully examined, perfectly steam-pressed materials, there are 300 to select from. Samples will be sent you *free* if only you state the colors you prefer.

And your Style Book shows all the most beautiful new ready-made garments: Silk and Lingerie Dresses, Waists, for \$20 to \$40; Skirts \$1.00 to \$14.98; Hats \$1.00 to \$14.98; and Capes and Coats and Petticoats and Undervests, Neckwear, Veils and all other accessories.

In writing for this, your complete Style Book, be sure to state whether you wish samples of materials for "NATIONAL" Made-to-Measure Suits. Samples are sent gladly but only when asked for.

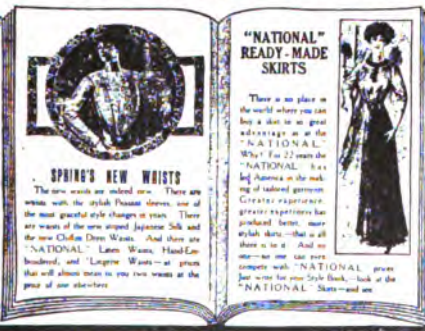
The "NATIONAL" Policy

The "NATIONAL" prepay expressage and postage to all parts of the world.

Your money refunded if you are not entirely pleased.

No Agents or Branches
Mail Orders Only

NATIONAL CLOAK & SUIT CO. 295 West 24th St.,
New York City



To be Cut out NOW—Last you forgot
This PEOPLE'S HOME JOURNAL Coupon entitles you to one

"NATIONAL" Spring Style Book

One copy of the "NATIONAL" Style Book has been put away for you, and will be sent you free by return mail if you will return this Coupon to us.

This beautiful complete Style Book is your property—belongs to YOU—its being reserved for you, only waiting for you to return the Coupon today!

NATIONAL CLOAK & SUIT CO.

295 West 24th Street, New York City

Please send me free the New Spring Style Book reserved for me.

Name _____

Address _____

If you wish samples of the beautiful New Materials for Tailored Suits, state here the colors you prefer:

Suits: If you do not wish to cut your "JOURNAL," just write for your book and samples.

Excellent Example of Oldest and Most Successful Mail Order Cloak and Suit Company Copy.—From "Pictorial Review," New York.

comforts and enjoyment of the people living in all rural communities, including small villages and towns.

The matter has gone 'way beyond the question of "grange supplies," where people in rural communities formerly organized in granges and tried co-operative plans in order to secure the lowest possible prices by buying in bulk all things that they needed in their homes or on their farms.

I myself have not the slightest doubt that we shall have a parcels post created at an early date, despite opposition of the "express companies" and "vested interests," et al., which, in the interest of the people at large—especially in the interest of over two-thirds of the people of this country today, will give the same facilities, or better facilities, along these lines than other countries afford their people.

As a special chapter is devoted to this subject elsewhere in these pages, I will only say that the advantages of the parcels post are obvious when it comes to facilitating the convenience of over two-thirds of the buying public.

Uncle Sam has these matters in charge, and when Uncle Sam gets busy there is usually "something doing."

For example, every little while the United States Postal Inspectors stop the mail of some swindling concern. It is almost always some "get-rich-quick" outfit, offering something for nothing.

But year after year goes by and we almost never hear of the United States Government Postoffice Inspectors closing down with fraud orders on anybody who is in the manufacturing business. Manufacturers, for the most part, are doing business on the square, especially in the mail order

I make quick shipments and pay all the freight east of the Rockies.

"Old Trusty" is built by a man who knows how to raise chickens—from 15 years' experience.

My new "Old Trusty" is simple and sure—California Redwood—Metal-Encased.

Proved the best incubator for either old-timers, experienced poultry-raisers or beginners.

"Old Trusty" stands without hitching; hatches without watching.

Every part made for use—nothing superfluous.



Less Than \$10 NOW

JOHNSON Pays the Freight

(East of the Rockies)

Send Your Name for Johnson's BIG, NEW 1910 BOOK

M. M. JOHNSON, Clay Center, Neb.

Send me Your New 1910 "Old Trusty" Incubator Book Free, and Prices (less than \$10) — Freight prepaid to my station.

Don't pay two prices. Buy direct from me no matter where you live. To get cent better hatches guaranteed "Old Trusty" runs itself and pays for itself most quickly of all. Get my New Book sure this month—now or you'll miss many good chicken-hatching days.

Name

Address

Town

State



Do It Now

"OLD TRUSTY"— 1910 Incubators and Brooders

Guaranteed 10 Years—40, 60 or 90 Days' Trial—75% Better Hatches Guaranteed

BEST "Old Trustys" ever—for 1909-10—built on same trusted-and-tried-experience principles. Now ready for you—with no extra charges for improvements. "Old Trusty" practically runs itself—everybody says. Beginners and old-experienced Poultry Raisers stick by "Old Trusty"—still made of my original carefully seasoned **California Redwood**—now handsome **metal-encased**—strong metal, steady legs, too. All sent to you, freight prepaid, anywhere (east of the Rockies) quick, complete, ready for you to get 3 or 4 hatches, on my 40, 60 or 90 days' free-trial plan, from Johnson's own factory at Clay Center, Neb.

Where Old Trusty Incubators are Made—Largest Exclusive Incubator and Brooder Factory in the World



This Picture is from a Real Photograph—not an "Artist's Dream"—Over 39,000 Sq. Ft. and 400 Workers here

BOOK READY Come, Send Your Names in Now, Friends—

DON'T miss this Big Book this year. I'm ready to hand it to you now by Uncle Sam's mail—postage paid to you anywhere on earth. Send me your name, friend.

You'll be bound to be interested, whether you got my last year's book or not. Over 200 pages and over 1200 actual photographs, every page a "Poultry Sermon" on chicken raising.

Thousands of users of "Old Trusties" have written me again and sent in helpful advice to chicken raisers and photographs of results of their big hatches and broods of broilers. So, be sure to write me today by postal or letter,

or send your name and address on the coupon above, as you can see just what you can do with an "Old Trusty" if you decide to order one sent to you to test out 3 hatches.

Price: Don't pay two prices. Don't fuss with experiments or new-fangled improvements made to charge extra for. Look up the facts about "Old Trusty," which is "way past the experimental" stage these last seven years, and you can read why—and all about me and my 130,000 customers and friends, in my Free Poultry Book—before you order. My price is lower to you this year—something below \$10 complete—freight paid to anywhere east of the Rockies, and so worry about it.

Let me write you, personally, and tell you my price to you and send you my Big, New 1910 Poultry Book, FREE. Will You? Write me—

M. M. JOHNSON (Incubator Man)
CLAY CENTER, NEBRASKA

This Advertisement Sold Over \$10,000 Worth of Incubators a Day—It Was Placed in Farm and Poultry Papers and Was Not Keyed.—From "Nebraska Fancier," Lincoln, Neb.

field. Custom and the laws compel it. The states and the United States Government compel it. Public sentiment compels it. Competition compels it.

Uncle Sam is no respecter of persons, especially when it comes to the breaking of the regulations of the Postoffice Department and improper use of the mails.

That is one of the best safeguards that our Government maintains for all of us.

It doesn't matter at all where you happen to live. The United States Government protects the people who buy and the people who sell exactly alike against fraud of any kind where the mails are used to bring about trade.

In coming to a conclusion on this subject, now that I have gotten along into it to some extent, I find it hard to *stop* writing.

There are so many things that I have necessarily left unsaid, although I have tried to bring out some of the salient features of mail order advertising, and I have reviewed the subject as I see it, with the object of being of some practical help to the reader along practical lines.

Mail order advertising must be sane and practical. It will die a quicker death of dry rot than any other line of business. It must be conducted with executive ability and level head, with appreciation of human nature and along honesty lines and principles of truth to be permanently successful or even profitable for very long. My compliments are extended to all men engaged in the various fields of mail order selling endeavor. And if, with the space allowed me here, I am given the liberty of reproducing, in much re-

duced form, some of the examples of successful mail order advertising as they have appeared in recent issues of various classes of publications, I am sure my apologies will be accepted, and the editor of this work will not be blamed if these pages do not also include examples of the advertising copy of the writer or advertiser who happens to have any complaints to make on what appears here or what does not appear here.

The examples reproduced here are necessarily greatly reduced in size and are not, of course, as easy to read as they were in their original size as published in the papers. They are reproduced as examples only of contemporaneous mail order advertising in a variety of lines sold "direct to the user."

Anyone interested in this subject can easily follow it further, as to the character of all kinds of mail order advertising being used today, by securing copies of the various classes of media mentioned above and looking them over.

PART II

FINANCIAL ADVERTISING OF BANKS AND TRUST COMPANIES

By CHARLES H. RAVELL
*Formerly Advertising Manager Merchants
Loan and Trust Co., Chicago*

The object of this article is to be a practical help to the student of financial advertising so far as it relates to banking. The theory and psychology of advertising, which is an endless subject, has been avoided. In it are related actual experiences of the writer, which have been obtained by expending over \$35,000 annually for banks in the city of Chicago, and other smaller industrial cities. Other experience gained in assisting and directing expenditures of advertising appropriations for clients are also given as practical object lessons.

In the year 1895 there were but few precedents to guide the beginner, and it is needless to say that some of the experiments conducted were failures. Some of the ideas followed out proved to be fallacies and some results were surprisingly good where little was expected. But today the financial advertiser who takes advantage of past experiences and skillfully applies science and art to financial publicity, has almost unlimited money-making, business building opportunities.

Let us first consider some basic facts and understand that banks have something to sell in the same sense as the manufacturer, wholesaler or retailer of merchandise has something to sell.

Salesmanship is of two kinds—PERSONAL and WRITTEN: Written salesmanship and advertising are synonymous. Two important things are to be considered—what is said and to whom it is said. “COPY” includes the purpose to be accomplished, the contents of the advertisement, typographical make-up and general presentation. “MEDIA,” being the channel through which the prospective customers are reached. Copy used by National and State Banks (including Trust Companies) is either of the general publicity kind or business producing copy.

General publicity, as the term is now accepted by banks, means the kind consisting merely of names of officers, directors, the capital and surplus, and business address. This corresponds to a name on the office door, and accomplishes but little more in producing direct or immediate results.

Business news is usually “result-producing advertising,” because it is educational, and is intended to educate the public to reason and view all financial matters from the same standpoint as that of the advertiser, who hopes thereby that this association of ideas will result in future business relations.

The same news elements that make interesting reading of any kind should be in advertising copy. News appeals to human nature; anything in advertising that stirs the

feelings, arouses the emotions, creates a desire, or goes deeply into the every day life of the people, will receive attention.

An advertiser must first consider the market for his goods and where he expects to obtain his business. To illustrate:

Suburban Bank Advertising.

Advertising in a town of five thousand people presents entirely different problems from those of a cosmopolitan city like Chicago, New York, St. Louis or San Francisco. For instance, newspaper publicity in the small town covers the entire territory, and there is no necessity to subdivide into good or bad territory. A bank in the city of two million people must reckon with the economic law that:

“Business follows the lines of least resistance.” Therefore the choicest territory selected for its advertising campaign should be traversed by the street car lines that focus down town at a point close to its place of business. The competition in that territory must be considered. For instance, the local suburban bank invites checking and saving accounts, and is likely to have safe deposit vaults; therefore, the down town bank should push the sale of its bonds and mortgages in that territory. A safe investment with better interest rates is the advantage offered to depositors in the suburban bank.

The saving business is everybody's business as far as accounts of over \$300 are concerned.

The suburban bank occupies a place of usefulness because it supplies the neighborhood with conveniences for safeguarding transient money.

With the widening of the banking business which is likely to come, it is certain that the suburban bank will be the principal factor in making real estate loans, which will also give it control of the fire insurance business placed in its locality. It is admitted by most bankers that the small suburban or neighborhood bank is a little closer to the individual depositor than the big down town bank. It is more accessible and its hours for transacting business are more convenient. Some students of economic banking conditions go so far as to say "all the life insurance companies will eventually sell insurance at a minimum cost through suburban banks instead of maintaining expensive agencies." These changing conditions point to the fact that the suburban bank will be an aggressive advertiser.

In a large city the earning capacity of the people living in this or that section must be considered.

The writer once selected a part of Chicago to advertise in, and from what are considered reliable sources compiled statistics which showed that the heads of the families in this territory earned an averaged of \$900 a year.* Government statistics published soon after recited the fact that it costs something like \$950 for a family to exist in New York and \$850 for a family in Chicago. It is easy to see that in any territory like this one the banking possibilities are naturally restricted. The cost of living

* See report of Congressional Committee known as "Select Committee," on wages and price commodities, report of June 23, 1910.

We believe that banking relations should be mutually advantageous, and are prepared to loan money to customers whose credit entitles them to such consideration. We pay interest on time certificates of deposit and savings accounts.

CHARLES S. CASTLE
President

WM. F. VAN BUSKIRK
Vice-President

JAMES M. MILES
Cashier

CAPITAL and SURPLUS \$1,250,000

S **TANDARD TRUST**
& SAVINGS BANK
159 La Salle Street **Telephone Randolph 3253**

The Way This Advertisement Is Displayed Makes It Easy to Read.

practically made it impossible for the people to be bank customers. However, in many cases the head of the family was not the only wage earner. The boys and girls of fourteen to eighteen were nearly self-supporting. This made possible the savings business done by the local bank in that territory, but the average savings account was small compared to those of the down town banks. It is self-evident that it would be a practical waste of money to carry on an advertising campaign in such a territory for the sale of bonds or mortgages, checking accounts, etc., when there were so many more desirable localities.

Nationality Must Be Considered.

The nationality of the people living in various localities must be considered; the copy used, and the mediums in which the advertising is done. In Chicago there are about forty papers printed in ten different languages, representing all political parties and religious faiths. The bank inviting the business of foreign born citizens to be consistent should have employees that can speak these foreign languages, because, if you speak to a Bohemian, Austrian, Norwegian, or Hollander, through his local newspaper, you speak to him in his own language, and he is very apt to reply in his own language. There are great differences in the quality of the circulation of the foreign papers and the business method of the management, but when a foreign language newspaper stands in good repute with its own people it is usually a producing advertising

medium for a bank. It is noticeable that the higher the degree of intelligence of the foreign born citizen, the sooner he reads the American newspapers. The ambition that brought him from Europe to America excites his desire to read and write English. It is possible that this does not apply so much to the women as to men.

Regarding the copy for the foreign language papers, here are two ideas worth remembering:

Emphasize the age and the business record of the bank. The foreigner has more respect than the average American for the long established institutions or customs. The American is living in an ever-changing and constantly developing period, and his ideas and impulses fit those conditions better. The foreigners are more accustomed to the "direct command." In most cases they have seen military service for years in the armies of Europe. If your advertising idea is accepted by them as a superior thought to that of their own, and is put in the "direct command" form, you will find that your copy will produce quicker results. To illustrate:

To the American you would say, "this bank offers the services of its savings department, and invites your account, etc.;" to the foreigner you would say, "bring your savings account to this bank—it is the oldest or strongest bank, etc." The advertiser will find a wide field for thought along these lines, and the opportunity to study the habits and customs of Europeans.

In banking the foreigner follows the crowd. The bank first to get the foreign trade is likely to hold and increase

it without much effort, as the new foreign arrival will nine times out of ten go to the bank where his friend John, Hans, Fritz, Ole or Romano has his account.

Mediums.

The next step after deciding what is apt to be the most profitable territory is to consider the mediums by which to reach the people. This is the age of newspapers, and it can be said without dispute that the banker need not waste his time to get the business of any man or woman who does not read some newspaper. Therefore, it logically follows that 98 per cent of the people you care to reach in your business territory read some newspaper.

The greatest problem is to present your advertising in a way that the advertisement will be first seen, and second, read; third, it must be believed, or it will not be acted upon.

Newspapers are undoubtedly the foundation of a bank advertising campaign which must also include the following-up of letters, the careful distribution of suitable printed statements and booklets. An advertising campaign should reflect continuity of thought and action, and for this reason the advertiser should refuse to buy advertising in one-time publications. This bars out souvenir programs, special editions and other short-lived publications. The advertising buyer who closely analyzes the propositions offered to him will find they are originated for the benefit of the individual who sells the article, and not of the advertiser who buys the space therein.

Fortify your newspaper advertising with follow-up circular letters and booklets, which tell in detail all the whole family ought to know about your bank. By circular letters I mean a high grade kind known as fac-simile typewritten letters. These letters are a splendid reproduction of what a typewritten letter ought to be. In your letter the signature of the bank officer should be genuine when such letters go to business firms, corporations and business men. Where you intend to reach ten or fifteen thousand prospective savings depositors it is practical to use the imitation signature. Be particular to use the signature cut of the finest quality, for if the signature is not reproduced accurately it is apt to be a dead give-away. The main idea of a circular letter is to impress upon the recipient that it is a personal communication. It is also essential that such a letter should be mailed under a two-cent stamp, and as having every appearance of the genuine article.

Do not send a letter addressed only to Dear Sir or Dear Madam, but have each letter begin with the name and address of the party to whom it is sent, as Mr. John Smith, Dear Sir; Miss Marian Jones, Dear Madam; Mrs. Samuel Brown, Dear Madam.

A circular letter from a bank should never appear "sloppy." It is essential that the circular letter from a bank should be on good paper and be a model piece of business literature. The cost of postage is the main objection against the circular letter campaigns on a large scale when the two-cent stamp is used.

Profitable results have been attained with a follow-up campaign conducted as follows:

A circular letter under two-cent stamp; contents of the letter came right to the point, and asked the recipient to open account at that bank. The tone of the letter was personal and confidential. The booklet enclosed gave all the reasons why the recipient should make this bank his particular choice. The follow-up used afterwards was a series of six postal cards mailed monthly. These were illustrated cards on which were printed the quotations of Thomas Jefferson, Benjamin Franklin, Abraham Lincoln, Cyrus McCormick, Horace Greeley, Russell Sage and Philip Armour, men who are known to every schoolboy. They also carried a reminder that the bank was still inviting their business. The right kind of postal cards can be advantageously used in a follow-up system. Such cards can now be obtained where the presswork and color work is of the highest quality and are the combined skill and products of some of the best color artists in the country. Do not take into consideration an immense amount of trash offered to banks as so-called advertising matter. Some of these so-called advertising postal card series would absolutely drive business away. Educational postal cards can be used to build up the small and unprofitable savings accounts. Select two thousand of your smallest accounts, follow up regularly with a reminder of saving. If the thought of saving gets out of the depositor's head, help to put it back again. It is a pleasant way to remind him of your bank and his growing account. You are substituting

We are told

how convenient it is to have a strong state bank in this part of the city. It is no longer necessary for you or your wife to take the "time off" to make the long journey down town in order to have the security you desire for your savings. Your wife can cash your pay check here and you can have a savings account in this bank.

ROSELAND STATE SAVINGS BANK

Capital and Surplus \$220,000
Cor. Michigan Ave. and 115th St.

Giving Information and Suggesting an Idea
in a Small Space.

the thought of saving instead of the thought of spending, which the retail merchant is pounding into him every day. / Remember that psychology teaches us that thought precedes all action. These postal cards should be of the quality that will cause a person receiving them to desire to have an extra set, and willing to come to the bank and ask for them. Cards of this quality can now be obtained by discriminating buyers.

What Has the Bank to Advertise?

What has the bank to advertise? You often hear bankers say that they have nothing particularly to offer the public; that everybody knows what the bank is, and what it is for. Let us analyze that statement.

A bank is the starting point of all commerce, and a bank as generally conducted today is almost a semi-public institution. It has duties to perform in the community other than the making of a profit for the stockholders; it is a pivot point in the business community. Logically, it is in a position to be, and ought to be, a guide in the financial affairs of the community.

Once a banker complained that his savings depositors were being buncoed by sharpers, who advertised fake gold mining stocks, oil stocks, etc. It is logical to suppose that if an alluring advertisement will make a man desire to take his money out of the bank and put it in a wild-cat speculation, that another kind of advertising will keep the money in the bank. A banker once said: "Appeal to the

Appeal to the

avarice of the public; offer the fools a hundred per cent dividend instead of three per cent on their savings, and you will get their money." Mr. Banker should have told the public how it is economically impossible to pay the investor more than 5 or 6 per cent. He could have pointed a warning to the 999 failures in speculative mines, oil wells, get-rich-quick promotions. The banker can appeal to the same avarice, namely, possession of money, and the argument is furthermore fortified by a fear of loss. If the banker himself is qualified to be the school teacher, probably 75 per cent of the community would gladly be his pupils and they would be ready and willing to hear what he has to say about the safekeeping of money. The argument made against this statement is as follows:

"It would seemingly place the banker in a position of criticism and doing it for selfish motives." Don't forget, however, that the banker as a trustee and guardian of the public funds is qualified to issue a warning to the thoughtless or inexperienced. It is just as much his duty to protect the public from fraudulent schemes as it is to safeguard the hard-earned savings left in his possession by the wage earner.

The first thing that a depositor wants to know about a bank is its strength which, correctly measured, is its ability to pay the depositor cash on demand. It is the duty of the advertising managers to help the reading public arrive at such a conclusion if it is true. The veteran soldier and fighter is naturally looked upon with more confi-

dence than the raw recruit. The bank that has passed safely through the financial panics, wars and adverse business conditions in the United States has had the opportunity to try out almost every kind of financial difficulty. Consequently, banks that have experienced these conditions have precedents and warnings to go by that are apt to make them more cautious. The record of an old established successful banking institution should furnish fine advertising material. However, age does not necessarily signify strength. Any bank that does not overloan, that carries a little more cash reserve than its competitors, or a bank that makes short-time loans to manufacturers and business men who conduct profitable business with sufficient capital of their own, also has splendid advertising material. A bank that invests a safe proportion of its deposits in real estate, mortgages, and loans has good advertising material.

Banks whose statements show that they are chronically under the legal cash reserve or close to it, and also have a large proportion of their loans made on security not quickly convertible, lack these advertising advantages. Many have wondered why the inefficient banker was the best advertiser, but to one who knows banking it is plain that he realized his negative quality as a banker and tried to fortify himself by aggressive advertising. Conservative bankers point out this and that example of a bank failure and end up by saying: "It **was** an advertising bank." The only argument left is that the strongest bank in the community should be the best advertiser. Every depositor



RENT DAY

HERE'S the 1st again--Rent Day--and after skimping and saving you have the amount --*for the landlord.* You can keep on paying rent for the rest of your days and have nothing to show for it. The landlord will though. He waxes fat--keeps on buying more houses with *your* money.

Your Rent Money Will Buy You a Home of Your Own.

We want to show you how easy it is to build a home and pay for it in monthly installments. It will cost you **no more** than you are now paying each month for rent. Just think of the satisfaction there is in paying out money when you know that you are actually, buying your own home and at the end of a short time you will be your own landlord and will have no more rent to pay.

Write for full details of our plan--how we loan money to build houses, buy homes or pay off debts on real estate. Address

JACKSON LOAN & TRUST CO.
 155 E. Capitol St. Jackson, Miss.

Here Is an Excellent Idea Which Suffers from Lack of Good Illustration and Display.

is concerned as to the strength of his bank and as to who are its borrowers.

The ideal bank customer will never ask his banker to loan him money except on good security. No man should go to a bank expecting to borrow money unless he offers good security. The depositor in a bank expects his money to be loaned safely, and if the depositor ever needs to borrow money he should expect to give good security. The borrower should have in mind that a well managed bank cannot loan its funds for an indefinite time.

The advertiser can adroitly incorporate these points into copy, so this information will get to the public. It will inspire the confidence of the non-borrowing depositor; it will hold in check the depositor likely to want to abuse his bank privileges; it eliminates from the bank those depositors most likely to get banks in trouble. The directors of a bank should encourage an advertising campaign along these lines, as it is a sort of moral insurance and a protection to the officer who may not distinguish between the application for a loan as a pure and simple business proposition when it is made by a close personal friend, or where political influences are brought to bear.

Bank advertising has another purpose besides getting new business. It is to protect and maintain the quality of the old business that insures safe banking. The banking business makes possible the rapid development of the country; for the day is coming when the public will expect a bank to offer only securities that it can vouch for, as far

as legality of the bond issued, the title of property secured by mortgages, etc. If the public are to go to the banker when buying such investments they also have the right to expect to find the bank a market place at which to sell or unload investments purchased there. Naturally, the bank to protect itself must offer for sale only such securities as are sound and safe and of a quality in which it is willing to invest its own money.

The bank can advertise foreign and domestic money orders. Witness the fact that the American Bankers' Association today is making desperate efforts to regain the profitable business rightfully belonging to banking which is now in the hands of express companies, organized for the purpose of distributing parcels throughout the country. The banks were once indifferent to the possibilities of this part of banking and would not furnish the services since supplied by the express companies. These circumstances and aggressive advertising took the business from the banks. Today the American Bankers' Association presents an example of locking the barn door after the horse is stolen. It is now co-operating with its members to advertise foreign and domestic money orders. The banks now deliver money to any person or individual in a civilized community, furnish money orders to travelers that can be cashed at sight on holidays or Sundays without the necessity of being personally identified.

A bank can also advertise its services as a trustee to act as administrator, guardian and executor in this respect.

The legal profession at one time had a monopoly on this business. The whole story, which is the tendency of the times, is practically told in the advertisement of the Merchants' Loan & Trust Company, Chicago, on page 115.

Make the advertising of the safe deposit vaults a distinct and separate feature from that of the bank. Do not combine a safe deposit vault advertisement with a savings account advertisement. You have often seen in the newspapers advertisements of this kind. Fundamentally it is a wrong. There are two separate principles involved. Saving advertisements are calculated to coax money out of mattresses, stove pipes and other secret places, where those fearsome individuals usually hide their money. The main reason for a bank's existence is to supply a safe depository for money, therefore it is illogical to advertise safe deposit vaults in the same advertisement with savings accounts. Every banker knows that at times there is more or less money belonging to timid individuals in safe deposit boxes, yet it is not a wise policy for a bank to advertise safe deposit vaults for anything else than a safe depository at a safe place to deposit fire insurance, life insurance policies, valuable papers, jewelry, etc., as protection against fire, theft and carelessness.

Method of Advertising

A few years ago the advertising appropriation for a bank was unknown. Advertising that the banker did was

Have You Any Plan

that will help business in this territory? We all realize the advantage of paying wages to the home wage earner. The drain of "sent away" wages by the wage earner is holding back the Calumet district to that extent. Likewise all savings brought to this bank, can be employed, profitably in this community

Established 1883

PULLMAN TRUST & SAVINGS BANK

President: Edward F. Bryant
Cashier: M. A. Aurelius
Secretary: C. R. Egan

PULLMAN

Arcade Building
112th St., Cor. Morse Avenue
All Car Lines to our door.

An Obvious Appeal Is Made Here to Local Pride.

coaxed out of him from time to time by the man with a special edition of a newspaper, who tried to convince him that he should be a patriot and support the press, etc., or he was solicited by the ladies for lawn festivals, donations, or a committee of young ladies who had in charge the program for a charity hospital. Some bankers have formed their opinion of advertising results from such methods. Advertising now and then in this way would be just as consistent as keeping a set of bank books now and then as far as results were concerned. The bank should have advertising appropriation in proportion to its capital in business. An advertising campaign should be carefully planned out for a year ahead and the best newspapers should be the backbone of the campaign, and the follow-up circular letters and booklets, or the postal card follow-up system. The advertising campaign of a bank should extend to a period from one to three years; everything should be planned in advance and each effort should be a unit in the entire scheme. Newspaper advertising campaigns should be expected to cover the community collectively. The circular letter campaign should be conducted in the territory where the most desirable depositors can be found.

Advertising has become a great recognized business force in the community because the public have learned that it is profitable to read the business news as well as the general news. A newspaper is the logical place to look for business information. The reader of a newspaper is usually in a negative and receptive frame of mind. If there

is a desire to make a purchase of any kind the eye glances over the advertising columns.

Illustrated advertising is always more attractive than plain type; it catches the eye, and supported by logical argument it helps to stimulate or create the desire to purchase.

A successful circular letter campaign that produced profitable results for a bank located in a small industrial city was conducted as follows:

The management of several large factories were interested and a copy of the pay rolls obtained. All those whose earnings qualified them to be bank customers were placed on the mailing list. Those on "list A" received all the advertising literature covering every department of the bank, checking, accounts, investments, etc. Those on "list B" received only the savings literature. The campaign was opened with a fac-simile letter signed by the president of the bank. Enclosed was a specially written booklet which contained all the information about this particular bank that the employees of these industries would naturally want to know. It went further than that. It told the readers how to distinguish a strong bank from a weak one. This was followed by six illustrated postal cards carrying an educational campaign on savings which were mailed to reach the depositor on the first of the month. No. 2 circular letter followed seven months after the first one. The campaign cost 10 cents for postage and 9 cents for printed matter per individual.

A short time after the bank opened for one hour Saturday evening, pay checks from certain institutions were readily cashed for customers of the bank. It is easy to see that splendid services were rendered, that there was no waste of effort, no waste of expenditure, and the immediate results were, as was to be expected, splendid, at a cost considerably less than one dollar per new account.

There is one point that must not be overlooked. The confidence and reputation of the bank which had been largely inspired by the educational advertising in newspapers was an auxiliary force in making this personal effort campaign very productive.

The experiments made with program advertising and the psychological experiments made at the Northwestern University showed convincingly that advertising in programs is naturally unproductive. People go to the theatre seeking entertainment and to get away from the business cares, household duties, etc. The whole intent and purpose of the individual is pleasure. They are not in the proper frame of mind to consider a business proposition; the ethics of intruding upon a man's attention in a time like this is another story.

Tracing Results.

Many bankers have often asked how to trace results from advertising. The answer has been, "If you use the old style of general publicity you cannot. If you use edu-

The First National Bank of Tracy

CAPITAL, - \$50,000.00

SURPLUS, - \$10,000.00

Offers Its Customers:

Every safe-guard known to modern banking
for the security and safety of their funds.

Highest rates of interest on time deposits.

Loans when they need them at reasonable
rates.

Safety deposit files free of charge for storage
of valuable papers.

4 %

Interest paid on deposits made for one year.

Farm loans at cheapest rates with liberal
pre-payment option.

Exchange on all principal cities of the world.

Our satisfied patrons are our best advertise-
ment.

Leaf Three

A Number of Good Points Are Incorporated in This Country Newspaper
Advertisement Which Should Interest a Prospective Patron.

cational advertising copy, or offer any article for sale, you can."

In a large city it is practical to trace results geographically. Keep a record of the new accounts opened or closed in each ward. By this way you can then see just where you are gaining or losing. It is not an impossible matter to find out in what section of the city this or that newspaper has its greatest sales. In this way you can get a fairly good estimate of the value of that medium to your institution. It is a good plan when a new account is opened to have a printed record card given to the depositor, stating that it is a custom of the bank from time to time to advertise or publish a statement of its condition for the benefit of the depositors, and it would be to a great advantage to all concerned if the depositor would indicate thereon which newspaper he read. You will find that 95 per cent of the depositors will gladly give this information. This also gives you a good line on the pulling power of various newspapers. The circular letter always gives you the opportunity to focus on any one point or locality in the city where it seems likely that new business can be obtained by such a campaign, and it also can be used as a defensive measure. Circular advertising has the advantage of being confidential for a short time at least. Your competitor does not know what you are saying to his customer. It is doubtful if there is any profit in what is known as a stimulated savings account. By stimulated savings accounts are meant those which are started by the aid of the so-called "dime savings" bank. It is generally conceded by bankers that these little

toys are productive in getting new savings accounts started, but the majority of the new depositors who are influenced by these methods are not generally profitable depositors for a bank. Where a young banking institution must have depositors regardless of cost or profit in order to have people going in and out of the bank door, no doubt such stimulated accounts have their value as an auxiliary advertising campaign, but it is generally admitted by those who have had the experience that a headache goes with all forms of stimulants. To illustrate: It is safe to say that a savings account amounting to less than one hundred dollars in any down town bank in Chicago during the year 1908 was more of a liability than an asset.

Three per cent interest plus expenses and low loaning rates made the small savings account unprofitable.

Naturally such conditions were more conspicuous in the large cities, but no doubt somewhat the same all over the country. The unprofitable account in some small town that year might have been only \$25. It is a matter of history that one savings bank in a large city of the West had at this time a big savings business built up by "dime banks." It was forced to sell out to a large bank because its savings deposits only averaged about \$85. The results of a great advertising campaign of this kind actually produce conditions that force a bank to retire from business with a loss to its depositors or discredit to itself.

Locality.

The element of locality in advertising should be given more consideration. The writer can recall one section of a large city where big industries are numerous and where the pay rolls following the panic of 1907 dropped to a low point and slowly increased during the year following. People in that locality were spending more to live on than they earned. To get profitable results from advertising was impossible. It was a time when people valued their savings, but did not and could not increase them. Yet a very large financial institution that was carrying on a broad-size advertising campaign throughout the city was wasting its money in this territory.

Billboards, street cars and novelties are classed as auxiliary advertising.

Ask yourself the value of such methods as an educational force as compared with newspaper space. The answer is in the experience of the Chicago and New York banks and other reserved centers when on Monday, October, 1907, they announced to the startled public that they would not pay currency temporarily, but would issue clearing house certificates to depositors which would answer all purposes of currency. By the united action of the banks it was thought such methods would prevent any bank failures and forestall a business panic. Now, did the Clearing House Associations of the reserved cities seek the novelty advertisers, the billboards, or did they go to the news-

fifty
ing
et.
th
ist
ay-
e C.
nry
use
of
88
out,
been
ats 104
eland
four
d for
k &
the
the
and
railroad

Company's trustee.

TRUSTEE UNDER WILL.

A rare and high tribute is paid to modern trust company management under the terms of the will of the late Melville W. Fuller, chief justice of the United States, appointing The Merchants Loan and Trust Company of Chicago as trustee. A local attorney and intimate friend of the family is named as co-trustee. The estate is valued at approximately \$1,000,000, and the will provides that this shall be held in trust during the lifetime of the children. It will also be recalled that this trust company, which has achieved exceptional success as a fiduciary, was made trustee under the terms of the will of the late Marshall Field, the wealthy Chicago merchant.

Doubtless the selection of a trust company as trustee by the late eminent jurist of the United States supreme court will make a profound impression upon all men of wealth and large affairs whose greatest concern is the faithful administration of their estates after death in accordance with their wishes. Exponents of the trust company will certainly derive a peculiar satisfaction from this selection by the late chief justice. It will serve as a powerful argument for our wealthy citizens and render more popular the appointment of trust companies as trustee, administrator, executor or guardian, instead of the hazardous selection of individual trustees alone. The objection that trust companies cannot give the attention to large estates which individual trustees and confidential advisers may afford is overcome by the late chief justice in appointing his legal counselor as associate trustee. Even though this provision had not been made there would be no cause for doubts as to the entire ability of the trust company to bestow that personal care and interest which the trust required. Nevertheless, in many instances trust companies prefer to have the co-operation of the family solicitor and intimate counselor.

A trust company's highest function is to discharge its duties faithfully and safely as trustee whether under the terms of a will or under corporate trusts. Success in this direction has been attended by a greatly increased volume of fiduciary business. The court and criminal records chronicle almost daily the dangers which are unavoidable in appointing individuals as trustees for large estates. The record of trusteeship made by the trust companies of this country, on the other hand, is an inspiring lesson. But most important is the preservation of that high standard of management which has made the trust companies of the United States an example for all the civilized nations of the world.

From the Economist, July 30, 1910.

on 1
or two
mission
by the
which ti
wholly fo
The tele
aggreg
the to
telegr
ords
year
the m
poses has
Jul-

pt
a y
610.
numb.
loans
against
\$57,538.7
ago, a
decrea
tran:
gre:
ing
ago,
311.
the To
strumer
98 tra
moni'
stru

Win.
V. L.
apartn
on th
fee'
60
The
side
of B
men
St
Sta
pro
Ev
fe
b

kable the
the ex-
lephone
it year
Com-
ished
es on
y or
ders.
ount
t of
the
tch
ast
which
ang pur-

over the
ate opera-
deeds were
the value
Jeeds to
in value
and \$315,-
es to the
involving
2,350, as
regating
a year
and a
e 132

Valuable Publicity Used in the Form of an Advertisement.

papers, the great moulders of public opinion? Emergency sessions were held with the publishers and managers of the great daily papers. The crisis and conditions were explained accurately and the remedy suggested. If the newspapers the next morning would tell the public the facts in a convincing, honest and straightforward way, there would be no great alarm, no panic and no disaster. What was the result? The public could hardly believe their eyes when they read the headlines in the papers the next morning. The newspapers told them the facts and public confidence was not shaken, and there was no panic. The banks in most cases voluntarily paid cash to customers who had contracts or mortgages maturing, and the public and general business were not inconvenienced to any great extent. A few disgruntled individuals made complaints, but the public in general were satisfied. In a few weeks after the crisis had passed the clearing house certificates were retired and the usual currency was again in use.

Would it have been possible to have gotten such results with novelty advertising, billboards and street car advertising? What a beautiful example of great public opinion moulding through the machinery furnished by the great daily newspapers. The newspapers that day saved the nation from a financial disaster that might have brought temporary ruin to the business of the country. The files of the newspapers disclose the interesting truth that the statements made to the public by the Clearing House committee was very good advertising copy, which any bank could use continuously.

Regarding the novelty advertising, the better the novelty the less profit there is in it for a bank. It is necessary to spend a lot of money for the business you already have because you cannot make a public distribution of an attractive novelty without first giving the same to all depositors in the bank. A bank account that can be influenced by a 10-cent to 20-cent novelty one time can likely be influenced again and by someone else, and therefore is not likely to be permanent. The profit is in long time bank accounts.

Plan Your Campaign.

Make your various lines of advertising co-operate and re-enforce each other. The ideal advertising campaign is one that reflects the personality of the institution. Reflecting the personality of an institution is the secret of advertising success. Plan out your entire campaign in advance the same way the architect plans the house he is to build and keep your plan in mind.

It is useless for a man to say that he does not believe in advertising. We are advertisers whether we wish to be or not. Everything we do or say is an advertisement. Advertising creates the atmosphere of business, and salesmanship follows and takes the order.

What constitutes dignity in bank advertising is a debatable subject. The most acceptable way to prepare bank advertising is absolutely to avoid slang and over-familiar expressions. Have your copy grammatically correct and

use simple English. Be careful not to boast; but it is perfectly permissible, and in fact very desirable, for a bank to point to its record and ability to pass through panics and financial disturbances. Such facts are strong arguments for advertising purposes. A plain, simple statement of the facts, allowing the public to draw its own conclusions, is the most forcible way of presentment.

Experience often teaches that the training which makes a man a good banker spoils him as a good advertising man. From the very nature of things the banker is something of a pessimist. A banker asks for two dollars' security before he gives out "one." The advertising man is at the other pole in the business world. He spends one dollar hoping to get back ten dollars. He must be an optimist. Good team work can be done by two such individuals. A banker can educate the advertising man to get a correct idea of the value of a dollar. He takes into consideration more the cost of getting results than the profit in the business obtained. The "old established" banker, is now convinced that it is easier and cheaper to supply the needs of the community and convince the community that he is the man to supply those needs, than it is to sit back and let competitors do it with the certain knowledge that later on it will be necessary to spend a lot of money to meet this new competition.

A chapter in the story, "The Confessions of a Banker," should include these items, namely: That there is sometimes an officer in a bank who does not want the advertising

to succeed. He has calculated that any new business producing force is in personal competition with him. This individual fears that his salary and position may be jeopardized. He is anxious to impress upon the directors of the bank the value of his personality and services to the institution, and that it is only these qualities that can build up their business. It is incomprehensible how any man who calls himself a banker can arrive at such a conclusion. Any other business man would seize advertising as a tool to enlarge the scope of his activities.

You will find that bank advertising can be made to pay better profits in the future than it has in the past. The mistake of scattering can be corrected and it is essential that the best efforts be focused in the territory where the people have a surplus over living expenses. In this way you reach the most people who are possible bank customers.

Advertising is more than salesmanship. It is an insurance on the continuation of trade. Bank advertising must contain three qualities to succeed. It must establish confidence, protect business and get new and profitable business, "but the greatest of these three is profitable business." Therefore, only go after profitable business; get profitable business and the advertising appropriation will take care of itself.

ADVERTISING BONDS AND SECURITIES

It is quite necessary to know the different class of securities in order to understand their relation to advertising and selling conditions.

Municipal bonds are a promise to pay of the village, county or state. If legally issued they have the entire taxing power of the community behind them, and are considered the standard bond.

Public utility bonds are the first mortgage of a street railway, electric light or gas company. The highest grade are those of companies having an established business, earning profits and paying dividends to stockholders. Some public utility bonds are a second mortgage, or secured by part of the assets of the corporation.

Railroad bonds vary as railroads. A bond that covers, and is a first mortgage on the main line, terminals, etc., is a better bond than one which is secured by properties on branch lines, equipment, etc.

A real estate mortgage should be a first lien on the lot improvements, etc. The title to the property should absolutely be in the party who signs or makes the mortgage, as it is a promise to pay, secured by the property in question, otherwise the mortgage is practically worthless. A mortgage on income property naturally ranks higher than one on unproductive property. The two extremes are represented by central business property and a vacant lot in the suburbs.

A farm mortgage of the best grade is a first lien on a fertile, productive farm, fully equipped with stock, tools,

machinery, house and barn, and located in a territory having good markets, transportation, etc., and surrounded by other farms of a similar character.

In a rapidly developing territory a perfectly safe loan can often be made on a partially developed farm; provided, however, that the money borrowed is to be exclusively used to make improvements that will bring the land up to a high state of cultivation and earning power.

Mortgages on raw and unimproved lands do not rank well as negotiable securities, although there is a market for such mortgages, as there are investors who are perfectly satisfied to foreclose and thereby get the land at a low valuation.

Who Are the Buyers?

Who are the buyers of investment securities? First, the numerous national and state banks and trust companies who invest a certain proportion of all their deposits in bonds and mortgages. Security and negotiability are the prime consideration for the banker. He usually gets investments at a price to net a good rate of interest. Inasmuch as he has the cash on hand to buy, he is generally in position to take advantage of bargain prices. He prefers to buy what are known as seasoned or well known securities, because he in turn can market them quickly if it is advantageous or necessary to build up cash resources.

There is the rich man who buys and puts his investment

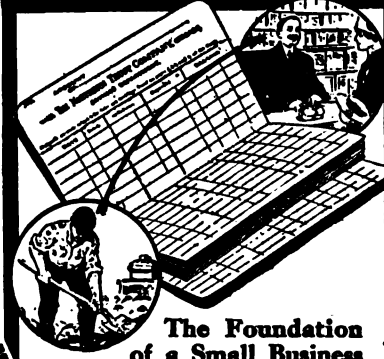
in his private vault. He is called a coupon clipper. There are firms and corporations who invest their surplus funds in earnings, in negotiable bonds. They do this because their capital then earns a fair rate of interest, more profitable than having money lying idle in the bank. Besides, they have the advantage of having good collateral security on hand, and they are in position to rush over to their bank at any time, throw on the counter a stack of bonds as security for money which they may want to borrow in a sudden emergency.

There are thousands of individual investors in bonds and real estate mortgages and the number increases as the wealth of the country increases. There is no rule for individual investors except that it is necessary to have the money in order to buy the securities.

Who is going to answer the question "What to buy?" There are many answers to that question and this article confines itself strictly to the point of advertising and making a market for investment securities.

Three Principal Methods

There are three methods now employed by banks and banking houses to advertise securities for sale. First, by intelligent salesmen who seek the prospective investor. Knowing his security, he seeks the man to fit the case. Second, by personal letters, or circular letters in which are enclosed printed circulars giving all the detailed infor-



The Foundation of a Small Business

is dug with a bank account. You will never be your own boss if the boss of a bank account. Start your savings account.

Savings deposits made during business days of May earn 4% interest on the balance of \$100 or more.

What Banking Means to You

Union Trust

The savings bank is the greatest force in the upbuilding of personal profits. Profits are as necessary to the success of the individual as they are to the corporation or partnership. You must show a profit — you must save.

A savings bank like the Union Trust Company is an institution created by law and is under the direct control of the State government. Its principal function is to guard the surplus of the individual, firm and corporation, invest it safely while in its care and pay back to the depositor a large part of the interest return that the bank itself receives. Every successful man begins by opening a bank account.

The Union Trust Company pays 4% on savings deposits and will be glad to have you call and talk about opening an account.

Union Trust Company
Capital and Surplus, \$2,380,000
Madison and Dearborn Streets
Chicago

Northern Trust
Capital, \$1,500,000
Post Office Box 1111
Chicago, Ill.

Responsible Banking

REGARDLESS of any special kind of service the banker may render, responsibility is a necessity. This bank has a capital and surplus of \$2,800,000. Its business has been under conservative and responsible management for the past twenty-nine years. The deposits of its customers are safeguarded by being loaned only on approved and readily marketable collateral or invested in carefully selected bonds. Its stockholders are responsible business men, among whom are more than fifty prominent and influential bankers and capitalists. Your business is invited on the basis of this record for responsibility.

Savings deposits made during the first ten days of May will bear interest from May 1. One dollar will open an account.

Harris Trust & Savings Bank
ORGANIZED AS H. W. HARRIS & CO. 1883
INCORPORATED 1907
MARQUETTE BUILDING, CHICAGO

Dignified, yet forceful. Should inspire confidence and bring results.

mation about the security and what is behind it. Third, newspaper space.

Some institutions employ all three methods, varying their efforts according to market conditions.

If the public has lots of money and is full of confidence they are willing to buy investments, and the newspaper easily creates inquiries. They also furnish new material for salesmen to work upon. The results of advertising have been uniform. It represents satisfactory expenditures of money; also much waste.

Just a few extremes to get the view-point. A banker recently said to me, "Advertising is a positive damage to good security, if it is advertised in a newspaper." He had before him a great daily newspaper which contained the advertising of an oil company whose stock was being offered by promoters behind the reputable name of a business man who had made a national reputation and fortune in manufacturing good automobiles. The news columns of the same paper reported the arrest of these promoters on charges made by post-office authorities of "using the mail to defraud." Moral—The advertising of honest securities should be found in good company.

A bond salesman recently said, "What's the use? You can't sell securities except to our regular line of customers, unless you can get the old man to loosen up and advertise in the newspapers. Why? Well, the public does not know of the house and when I go to see a man and give him my card he just naturally fights shy of me. He does not know me or the quality of the goods this firm has to sell."

Why Should Anyone Burden His Friends

with the care of his estate and also expose it to the risks of individual trusteeship, when he can name a responsible Trust Company an unfailing executor and trustee?

This Company has wide investing experience, a permanent organization, ample capital, and highly specialized facilities for many sided service. No individual is in a position to afford as extensive protection.

A little book entitled "Trust Company Service" will be sent to anyone on request. Contains valuable information about wills, etc., and the handling of estates.

The Northern Trust Company

Northwest Corner La Salle and Monroe Streets

Capital, \$1,500,000



The First Trust and Savings Bank has \$5,500,000 capital and surplus. Its stock is owned by the stockholders of The First National Bank of Chicago. It has over 63,000 open savings accounts. All its facilities

able it to service.

President
Vice-President

West corner
Madison Streets

ESTABLISHED 1902

CHICAGO SAVINGS BANK AND TRUST COMPANY

STATE AND MADISON STREETS

SPECIAL ATTENTION TO WOMEN

This bank extends special attention to women depositors, furnishing to them special check books and pass books, providing a room equipped with writing desks and stationery and in every way possible making their transactions with this institution agreeable and pleasant.

CAPITAL ONE MILLION DOLLARS

A group of strong "pullers" for Trust Companies.

At the present stage of advertising investments you can not get a majority of the banking houses to agree just what is the most profitable method to employ. Their experiences have been so varied and wide, consideration must be taken of the class of securities, the rate and the mood of the public. It is almost impossible to lay down or recommend a definite line of action, but the basic facts are these:

A successful advertiser must have capital and a record of no failure, no mistakes. A good working organization selling negotiable investment securities. An investment house big enough to, and willing, under normal conditions to buy back at the prevailing market prices any security, sold to a customer who for some good personal reason must convert his securities into cash.

Such a firm, operating under conservative expenses, and having convenient location, is assured by past experiences that the advertising taken as a whole, year by year, will net a handsome profit.

From time to time when they underwrite some big deal they usually get all accumulative results of their past advertising—a good name.

People buy on confidence. Sometimes not wisely, or well, but it certainly must be conceded to be the ruling factor in investment advertising, as it stands today.

Copy

Regarding copy, there is a wide range of opinion based on experiences. Most firms use cold, formal copy, an-

Good Yield with Safety

boards of a public service corporation supplying a necessity such as gas, electric light and power or street railway service to a growing community, with franchises extending beyond the limits of the city, the sale of the bonds, often an unusually good opportunity with safety.

How Can I Increase My Income?

Increase in The average people. We are a saving constantly, putting age American is for a rainy day. something away for a rainy day. These savings are apt to be deposited in government bonds, where they pay interest. These they pay interest in government bonds, where they pay interest. 4 per cent. of municipal bonds, where they pay interest. from 2 per cent. to 4 per cent. by the income from such bonds within

In days gone by, satisfactory, low-cost investments in the cost of living, such as a few years' experience, probably would mostly increased comfort they buy, sidestep themselves, conflict they buy, are natural tendency to do such people as feeling tendency to do such people as to look about them. As a rule they can't look ahead, and they must increase their salary for an cannot increase their salary for an look to their own and many of interest **increase in first mortgage public utility** bonds, which are, are amounting to a high rate of interest, and it carefully sets for this purpose to the safest investment bonds rank in the world. We believe these as safe investments as municipal bonds to buy and secured and it is policy bonds to percent. Such public utility bonds to \$5 percent from way from 5 percent income produced in an addition, income goes a long way of taking care of the increased cost of living.

The bonds of this character have been thoroughly investigated by us and we can place the same in our hands which we are very glad to do so. We should be free of cost, if investor in application, such bonds making forward upon applying such bonds in booklet describing such bonds making general, and also circulars making special offerings.

Public Utility Bonds,

Write for our
so for circular No. 17-1.

E. H. ROLLINS & SONS
21 Mink Street, Boston, Mass.
SAN FRANCISCO
CHICAGO

Splendid Examples of Educational Advertising.

Facts Concerning Public Utility Bonds

[illegible]

you a special letter and circular describing one or more of the issues that these bonds are now selling at prices far below their intrinsic value—pledged as security for the corporation bonds which will always be found to be profitable investments. We need new capital companies when we lack free of cost—you are placing yourself in a position to make a fortune out of the situation.

Write to—

Write for circular No. 30

Spencer Trask & Co.
Investment Bankers
N. Y.
111

William & Pine Sts., New York
New York Stock Exchange.

**Halsey &
Bankers**

ELPIDA CHICAGO
152 Monroe St.,
Chicago, Ill.

for descriptive circular F-4

nounce the investment and a few of the most important details, etc. They are perfectly accurate, in the same way as facts are stated on a tombstone.

We will see the day when the generally accepted way of advertising securities will be along educational and comparative lines, bringing out the comparative points of the securities. Every investment has a variety of talking points. Comparison is in no wise detrimental to the article advertised. For instance, the bonds of a well known gas company today are rated par excellence. The owner can sell or exchange them in a dozen banks, on the drop of the hat, yet under the franchise which the gas company operates there is the possibility that the city council may use its authority to reduce the price of gas to consumers. The results would be, reduced earnings which would sympathetically affect the selling price of the gas bonds, at least, until the company could demonstrate the lower price gas meant increased consumption and eventually increased profits.

Compare such a gas bond to a farm mortgage, which is considered worth not a penny more or a penny less than face value, but not anything like as negotiable or easy to sell as the gas bond, because the cautious buyer is apt to want to inspect the farm behind the mortgage. That means a slow sale.

In order to overcome such selling conditions, many strong banking firms now trustee a hundred thousand dollars worth of mortgages with a responsible bank. Then against this block of mortgages they issue bonds divided

Public Utility Bonds
of Exceptional Merit

First: Because they are serial, i. e., a part of the principal paid each year, beginning 5 years after their date, and this without the release of any part of the security.

Second: Because the earning power of the property is an established fact and is already at the rate of more than three times the present annual interest charge and exceeds by 80% the average annual requirement for both principal and interest.

Third: Because, the net earnings for the year 1900 exceed our estimate by almost 18%, and exceed the actual net earnings for the year 1907 by over 30%.

Fourth: Because you can buy these bonds now to set you the excellent return of 6%. This gives you not only a high rate of interest, but a practically assured profit on your investment when the outstanding bonds are reduced by the serial payments.

Complete information about these bonds and the operation of our Serial Plan will be furnished to investors on request.

Ask for Circular No. 626L.

Peabody, Houghteling & Co.
(Established 1865)
181 LA SALLE STREET
CHICAGO

TAX BONDS
Netting 3¼ to 5¾%
Denominations \$100, \$250
\$500 and \$1,000

We offer a wide selection of State, City, County, Village

Our 18 years record—no losses and customers in thirty-one States appeals to conservative investors.

Our Offerings include:

\$100,000 St. Louis, Missouri	4%
85,000 St. Joseph, Mo. (School)	4%
15,000 Topeka, Kansas	4½%
50,000 Little Rock, Ark. (School)	6%
25,000 Texarkana, Ark. (School)	6%
55,000 Butler County, Mo. (Drain)	6%
70,000 Bates County, Mo. (Drain)	6%
30,000 Monroe County, Ia. (Drain)	6%

and many other issues.

Send for our Booklet D, "An Argument for Tax Bonds."

All legal opinions by well known attorneys. Get your name on our mailing list. St. Louis, Chicago, New York and other Eastern and Western references.

William R. Compton Company
235 Merchants-Larchmont Building, St. Louis, Missouri

When to Buy Bonds

In investing surplus funds it is quite as important to know *when* to buy as it is to know *what* to buy.

We have prepared a study of bond prices, comparing for a period of years a number of standard railroad, municipal and public service corporation bonds.

We shall be glad to send this circular on request.

Send for circular W-45.

LEE, HIGGINSON & CO.

45 Exchange Place
New York

BOSTON

The Rookery
Chicago

Good Examples of Bond Advertising.

into small denominations of one hundred to one thousand dollars. Such bonds are establishing themselves as negotiable and popular securities.

Some investors are afraid of city mortgages in congested districts because they are afraid of the fire insurance companies. If an earthquake destroys a city as it did San Francisco, the property is ruined and the vacant lot the only security left, but earthquakes are not a normal thing to expect. Crops sometimes fail, but that does not stop farming. After the Civil War some of the states repudiated their bonds, but a Civil War is not a normal condition, and investors now eagerly buy state and government bonds.

Advertise the Facts

The purpose of these examples is to bring out the facts that can be advertised. Investments are as varied, as the buyers and investors may demand "this quality" in securities and others demand "that quality."

A certain class of bonds are the favorite of the investor today, and tomorrow he may prefer another class of investment. However, there is one common denominator, security and the rate of interest.

Future investment advertising is quite likely to tell all the truth about safe investments, and the public, knowing these facts, naturally know what they are buying and will not be easily stampeded by their own suspicions or false

ideas of their investments. Consequently, the market prices of such investments will fluctuate less. Investors will not be inclined to dump them on the market and lower the selling price for all similar securities, which spoils a profitable market for the securities still in the hands of banks or banking houses.

We must realize that buying and selling conditions make or unmake advertising opportunities. Taking the country as a whole or any locality, you will find this to be a fact. The news and the newspapers create sympathetic movements which affect the sale of investment securities.

It is the news about financial conditions which is the potent factor in advertising investments, if not, as some claim, the whole thing.

For instance, a banking firm was advertising the bonds of an operating, well managed interurban trolley line. The morning paper publishes the story of a terrible accident on another competing line, which was due to the apparent negligence and penny-wise management. The result—no market for these bonds, even though the investors knew that the road offering the bonds was not the one to pay damages, litigation fees, etc. So much for suspicion and sentiment.

The annual statement of earnings of one of the great national packing companies was published broadcast in newspapers. A fine business outlook for several years seemed assured. A syndicate of three of the most conservative banks in the city, later on underwrote the bonds of this company. They were advertised for sale in the

newspapers simultaneously in Chicago and other bond selling markets. Results—orders by telegraph from all classes of investors. Subscription books for the bonds were closed within an hour. The issue was over-subscribed two or three times. In fact, the bonds could have been considered sold before the formal announcement was made, as the new story of their intended sale preceded the advent and created an instant demand for this issue of bonds.

A mortgage broker who for years had built up a good reputation, having sold many good securities, went wrong. He had speculated and lost. In order to recuperate himself he manufactured mortgages, forged names, and in some cases made mortgages on property not in existence. Unsuspecting and careless buyers who previously had confidence in him purchased the same. The exposure finally came. Sensational stories of a sensational crime, trial, conviction, penitentiary.

Every buyer of real estate mortgages in the city immediately became suspicious of his security. Could such a thing happen twice? Immediately there was a great scramble among investors, and strong business firms were embarrassed by these developments, but anxious to show their customers that the mortgages which they had purchased from them were honestly and legally made. The general effect for a long time, however, was to make a dead market for city real estate mortgages.

This spurred responsible mortgage houses to co-operate to correct such conditions, and to establish standards that made such trickery impossible in the future. The news-

papers published the story of their progress in this direction. The public were shown that ways and means were to be provided whereby the buyer of a mortgage was absolutely assured that the signatures on the mortgage were genuine and that the makers of the mortgages had titles to valuable property.

In time, confidence was fully restored and the market for city real estate mortgages was never better. The business as a whole is now conducted on much higher standard, all due to the news column, as for a while, the mortgage firms did little or no protective advertising.

Another example. A few years ago some irresponsible but keenly alert individuals discovered that investors in New England would eagerly buy farm mortgages if the maker would pay 10 to 12% interest. The farmers of a developing southwestern state needed capital to develop their farms and the claim was circulated down East that farmers could afford to pay such rates as the profit raising wheat was to be exceptionally great.

The market for these mortgages was greater than the supply. So as to keep up the supply these mushroom financial institutions encouraged people to settle government lands at a cost of \$1.50 per acre, living on the same for six months acquired possession and right to acquire title. The next step was to make a mortgage at the rate of about \$10 per acre at 12% interest. A quarter section which had just been bought for \$240 was the security behind a pledge to pay \$1,600, the price which the New England investor paid for the mortgage.

After the mortgage had been delivered, the money collected, the settler abandoned the land. The mushroom financial house divided the profits of the deal with the fake settler. Newspapers published the facts and the game was spoiled.

Naturally there was a reaction and it was almost impossible to sell any legitimate and honest farm mortgages in the eastern markets. The exposure, as published in the news columns of the paper had a very damaging effect upon Iowa farm mortgages, which was a state nowise concerned in such skull-duggery methods. For a while there seemed no way to off-set these conditions and responsible firms and banks who had made mortgages for sale suffered severely through no fault of their own. The legitimate development of that state was retarded. Farmers could not get loans because the banks, life and fire insurance companies and others who loaned money to farmers had no market for farm mortgages and preferred not to tie their money up in a long time security. One firm, however, arose to the occasion, and thereby obtained a national reputation. They advertised boldly in large type in eastern papers:

"We will buy from you every farm mortgage and pay principal and interest that has ever been foreclosed or is about to be foreclosed on an Iowa farm."

It was not a bluff. They had the money ready. Eastern investors were invited to "come on" and settle any grievance they thought they had against Iowa. The bold announcement was a success.

The news columns of the papers commented on the fact

and congratulated the people of Iowa in their faith in their state. Eastern confidence in Iowa farm mortgages was restored and mortgages for the good securities of that state continued to be marketed as before.

News about financial investments has developed into such an important part in the marketing of securities that a business organization has been gradually developed in New York City and Chicago which combines parts of an advertising agency and a news bureau. Its purpose is to be able to place the advertising of its clients simultaneously in a string of papers across the country or in certain selected cities. Also to gather and furnish certain specialized financial news for newspapers everywhere. Not that it is expected of daily papers to publish in their news columns news matter that could be considered strictly advertising, but to quote items to the effect that the city of Milwaukee sold two million bonds to a syndicate of bankers in Milwaukee and Chicago. The price paid was above par.

This was a high market at that particular price, and this news item had important bearing on the national bond market. First, it was as a guide to municipalities. It indicated that business conditions were getting better and the banks were now willing to buy and pay more. It also showed that bank deposits of these two cities had gone into a long time loan and that there were several million dollars less in the national pocket book for investment purposes. This bulled the prices of municipal issues then being offered on the market.

It was then the ripe time to advertise and push the sales of other municipal securities.

Regarding the news published in the newspapers raising the freight rates threatened legislation. Exposure of graft, etc., made a halting demand for railroad bonds. The lack of borrowing facilities naturally handicapped the railroad. Like the case of the farm mortgages, some railroads suffered for the indiscretions of other railroads. The New York Central Railway flooded the newspapers with advertisements telling the facts about the earnings of their railroad, what proportion of the million dollars received was spent for materials and equipment, and part as salaries; told of the thousands of people who were dependent for a living on the successful operation of that railroad, and gave figures which showed that the stock holders of that railroad were receiving but a very fair interest upon the investment and presented strong arguments why reducing the freight rates on that road would be not only a damage to the stockholders but the thousands of people dependent upon the road for a living and the prosperity of the towns and cities along the line.

At the present writing it is too early to tell of the result of this strong publicity campaign which has been remarkable and unique, but it is safe to assume that the great American public will be always fair when they know the actual facts, and that the advertising of a great corporation in the newspapers will kill the business of the professional demagogue and corporation hater.

Publicity for the affairs of corporations with honest

statements made through the newspapers both in the news and advertising columns will put the black-mailing legislature out of business. The honest advertising of honest securities will establish the confidence and trading of the public in these securities, stimulate buying, selling and trading in them; making impossible the so-called financial panic.

Are not staple market conditions well worth the price of advertising space? Will not honest advertising bring about such desirable conditions? The future will tell.

PART III

ADVERTISING FURNITURE

By G. R. SCHAEFFER

Advertising Manager, The Tobey Furniture Company

Good furniture advertising differs from other good advertising to about the extent that the character of the merchandise and the methods of its manufacture and distribution differ from the character, manufacture and distribution of other lines. Its object is essentially the same: to convey information concerning the goods to be sold; to tell the seller's story; to establish the seller's position and his character and reputation—to sell the goods.

The Product Itself

Furniture is interesting. It is more than an article of commerce. In addition to being something universally required and, therefore, something that can be made in large quantities, and bought and sold at a profit, it is, or should be, a work of art. Relatively speaking, good furniture is first of all a work of art and incidentally an article of commerce. Moreover, it is an intimate household

possession; has a prominent place in the affairs of the home; and because of its intimate functions and comparatively long life, is frequently closely associated with the various phases of family sentiment. For this reason various pieces not infrequently are treasured among the family heirlooms and are handed down from generation to generation.

Much interest attaches to furniture because of its historical significance. The artistic standards and activity of a nation are recorded very largely in its furniture. It is engaging to study the relation of furniture to movements in art and the relation of the style periods to the periods of political history; and to note the numerous instances in which the life of a style is the duration of a political era—for which reason we now have the “Elizabethan,” “Queen Anne,” “William and Mary,” “Georgian,” “Louis XVI,” and so on. All of which differentiates the subject from many of the other subjects of advertising.

Broadly speaking, there are two kinds of furniture in the market today. For convenience, let us call them “Quality Furniture,” and “Commodity Furniture.” The first is “furniture of the better grades.” In its making correctness and refinement of design, and merit of materials and workmanship are the first considerations. The second is made, without any particular regard to style of design, of indifferent materials and construction, in wholesale lots, by manufacturers who regard furniture simply as a commodity—something to be unloaded upon the market at a profit. Such furniture is advertised and sold after very much the same formula that is used in advertising and sell-

ing other ordinary commodities, and it is, therefore, of little importance or interest in relation with our subject. Hence we will assume in this article that we are speaking of the advertising of furniture of the better grades—"furniture of character."

The Different Kinds of Furniture

Furniture is in reality a group of products, some of which are only distantly related to the others. Among the ordinary classifications, or divisions (some, of course, overlapping), we may mention: Upholstered Furniture, Bedroom Furniture, Dining Room Furniture, Library Furniture, Hall Furniture, etc. Again: Arts and Crafts Furniture, Willow Furniture, French Period Furniture, English Period Furniture, Colonial Mahogany Furniture. Again: Dining Tables, Library Tables, Hall Clocks, Chairs and Rockers, Office Desks, Office Chairs, Overstuffed Chairs and Sofas, Davenport-Beds, etc. Again: Sectional Bookcases, Filing Device Furniture, etc. The great diversity is easily apparent. Office desks and upholstered davenports, for instance, have not the slightest relation, and yet they both come under the heading of furniture.

Production

The manufacture of furniture in this country is largely by specialists—makers who by concentrating their attention and energies to one classification of furniture, have

come to excel in that particular field. It is a well-known fact that the makers who have attempted more than one line or one group of closely affiliated lines, have been less successful than those who have not. This fact is naturally of much importance in its bearing upon distribution, making it necessary for the retail dealer to buy from many makers, rather than a few, in order to maintain comprehensive displays of furniture for the various requirements of his customers.

The principal furniture factories of this country are in the middle West and the middle and New England East, grouping themselves around the three foremost centers of production—Grand Rapids, New York and Chicago. There are few shops of importance in the West or South.

While the large part of the furniture consumed in this country is produced by American manufacturers, not a little is imported from England, France and other European countries. With the exception of fine English upholstered "stuffed-over" furniture, most of the imported goods are of the "Art" classification, generally characterized by unusually fine carvings, inlays and other ornamentation.

Distribution

In the main, the plan of distribution is maker, to retailer, to user. Very little furniture of the better grades is jobbed, owing to the development of conditions and methods which make it possible for nearly every retailer to keep in touch

with the makers and to buy direct at the minimum of disadvantage.

An important fixture in the mechanism of direct dealing between maker and retailer is the furniture exposition, which is held at the opening of the arbitrarily-arranged furniture seasons, in January and July. The three important expositions are at Grand Rapids, New York and Chicago. At these three points most of the makers display their newly revised lines, either in their own exhibition rooms or in large exposition buildings built for the purpose. The progressive dealers from all over the country are on hand to be informed of the season's developments. The dealer goes over the various lines, places his initial order, and "fills in" later by mail, with the aid of the maker's blue prints or catalogs and of the makers' travelling representatives, who ordinarily manage to call upon the larger dealers in their territories once or twice or more between seasons.

Because of the specialization heretofore noted, it is necessary for the dealer carrying a well-assorted stock—that is, a variety covering practically all the requirements of the average home in his community—to buy from many different makers. Some of the largest metropolitan stores carry stocks representative of two or three hundred factory lines. This diversity of sources is a positive necessity, in the case of the large dealer, if he is honestly endeavoring to provide his customers with the best values possible to secure.

7.

These Colonial Clocks

are just about as perfect specimens of the wood-workers' art as ever were offered any furniture store.

The manager and the superintendent are life-long clock-case makers, men who developed a winning line for others, thru twenty-five years, and are putting their matured experience, along with the best clock equipment and factory in America, to make the *superlative*, under the good name Colonial.

And recognition has come quickly. Some of the greatest stores in the world tried a few last July. — one took \$1,500 worth, and last month repeated with \$2,500 worth.

Another took only one clock—that was enough to show whether or not our goods could suit one of the world-famous sellers of fine furniture. We are furnishing the line for him now.

These patterns are illustrated in a representative book—some hundred or more styles, ranging from modest sums to \$500 each.

Colonial Manufacturing Co.

Zeeland, Michigan.



No. 1042

A beautiful Sheraton pattern with a
main-wood inlay.

An Excellent Trade Journal Advertisement—Unusually Neat Typographical Display and Embellished with an Attractive Cut.



EVERY furniture manufacturing concern has a distinct and definite personality with which furniture merchants do business.

It is not entirely the personality of the man or men who control it, nor of their employees.

It is not in a strict sense identical with the composite of all these personalities.

It is the personality of the *idea* or the *spirit* that is established by these composite personalities.

To you, this personality finds expression in the atmosphere of all your dealing with us.

We call it the Macey Spirit. We do not know what our customers call it—but we want you to know something of it.

That is why we ask you to see and study the Macey line of sectional bookcases and Inter-Inter filing devices; we want you to know us better.

You will find, then, how much we do for you—and in time you'll appreciate what the Macey spirit means to you.

The Macey Co.

GRAND RAPIDS, MICHIGAN

Copy Designed to Reach the Dealers—A Macy Trade Journal Advertisement.

The Manufacturer's Advertising

(a) TO THE RETAILER

The first objective of the maker's selling effort is, therefore, the retailer.

There are approximately 10,000 retail furniture dealers in this country who are, or ought to be, buying good furniture. There are two principal ways of reaching them by advertising: through the use of space in the trade journals, and by direct matter through the mails.

There are several very strong trade journals in the furniture field. The best two or three unquestionably cover the field very thoroughly. They are excellently printed; are ably edited, and are full of live information and helps to the dealer. One of them, which lies on the desk of the writer, is probably unexcelled in typographical appearance or editorial merit by any other trade publication in the United States. It is reasonable to assume that it is fingered through from cover to cover by at least 75 per cent of the 10,000 dealers who subscribe for it. Its space sells for something like \$50 a page, with a liberal discount for yearly contracts. It is very evident, however, that the makers do not appreciate the possibilities of the right use of its space. There is a goodly amount of advertising, it is true, but only a fraction of what there should be in consideration of the opportunity.

The maker's lack of appreciation of the trade journal is especially evident in the quality of the copy in the advertising which does appear. With few exceptions the advertise-

ments are in effect the makers' business cards. Illustrations, most of them evidently chosen at random, are plentiful enough, but there is very little definite information, or genuine selling effort, all of which is rather surprising, when one takes into account that each page stands a good chance of being seen by each of 10,000 customers or prospects.

It seems strange that the mails fail to tempt the manufacturers more strongly than they do. Several of the largest and most successful do send out compelling printed matter on a scientific schedule; but many more send out printed matter of indifferent quality scatteringly; and most of them send nothing at all, other than blue prints or catalogs.

In the writer's judgment one of the best advertising opportunities in the country today—one which very few are taking advantage of—is that which lies open to the furniture manufacturer in advertising in the right way to the dealer. And this advertising may serve not only to induce the dealer to buy, but to educate his salesmen, in order that they, in turn, may accurately represent the particular line to the retail customers. General education is most certainly needed in regard to good furniture, and unquestionably the logical, the most effective, and by far the easiest and least expensive method is in a beginning through a campaign upon the retail dealer and his organization.

A number of makers have already made the start. One interesting instance is that of a noted Grand Rapids manufacturer who recently compiled a list of the retail salesmen

ROYAL FURNITURE CO.

GRAND RAPIDS, MICH.



NO. 3012 CHIFFONIER.

**THE BALANCE OF THIS SUPERBLY FIGURED MAHOGANY SUITE
MAY BE SEEN ON PAGE 724.**

HIGH-GRADE FURNITURE

COLONIAL, SHERATON, CHIPPENDALE

Showing How Little Attention One Maker Gives Trade Journal Advertising.

Grand Rapids Chair Co.

=====FURNITURE FOR=====

Hall, Library, Dining- Room and Den

Worthy furniture of style and
refinement such as every
home builder should
use more of.



Another Maker's Conception of the Importance of Trade Journal Space.

in the stores of his principal customers, and began to send them booklets and other printed matter at regular intervals, taking up, one at a time, the various phases of his product. The booklets were written in the first person, and signed with the name of the manufacturer. They were simple and direct, and were full of meaty information, which, of course, was authentic and just the sort of which good salesmen should have command in representing the furniture to their customers. Much of this printed matter has run into extra editions, and all of it has been a pronounced success.

(b) TO THE CONSUMER.

The feasibility of general, or "consumer," advertising by the manufacturers of general lines of furniture is a matter of much dispute. General advertising of trade-marked furniture specialties, such as Globe-Wernicke, Macey and Gunn sectional bookcases, is of course a demonstrated success, but the proposition is very different in the case of general lines, for instance of bedroom furniture, dining room furniture, or upholstered furniture, in which the designs are constantly changing and where it is a difficult matter to maintain fixed prices.

Many retail institutions object to the manufacturer's general advertising, largely because it confuses the matter of responsibility for quality, and makes it impracticable for the retailer to offer the best values, regardless of source. A high-grade specializing manufacturer of mahogany four-post beds, for instance, might produce a value at \$25 which would not be matched at \$30 in the trade-marked, adver-



YOU WILL BE INTERESTED IN BERKEY & GAY FURNITURE

IN many ways it appeals to people who desire to furnish their homes correctly and in proper taste. For over half a century, we have been making furniture in our shops, always with the same ideals of integrity and worthiness.

OUR period pieces are studied from the masterpieces of the age whence the styles originated. They have established a standard for Berkey & Gay creations, which has been an important factor in securing for Grand Rapids a reputation as the headquarters for good furniture making in America and which has made us

Leaders in High-Grade Furniture in America

IT is an interesting fact that there are workmen in our shops who have been there since they were boys. During the existence of this organization, sons have succeeded fathers, apprentices have become master workmen. To them their work is not merely a means by which to meet life's requirements, but an opportunity to create the high ideals in workmanship of the old cabinet makers, the spirit of which they so faithfully interpret.

Today, in practically every city, you will find a Berkey & Gay agency, where the furniture on the floor is supplemented by our remarkable portfolio of direct photogravures, showing our entire line of over 2,000 pieces arranged in suites—it's worthy of your study.

WE do not send you a catalog; our furniture is not that sort. Rene Vincent, the famous French artist, has painted for us a series of pictures of Berkey & Gay furniture in real life.

These we have used in a de luxe book, called "Character in Furniture." It tells of the romance and history of period furniture. It is a book; not a price list. In its way it is authoritative. It is an expensive publication to us. To you — it will be sent by return mail for 15 2-cent U.S. stamps. The edition is limited. Perhaps it will be best if you write for it today.



Berkey & Gay Furniture Co.

180 Canal Street, Grand Rapids, Michigan

*This is the talied mark
of honor that is on and
in every Berkey & Gay
piece*

Copy Designed to Inspire Confidence in the Character of the House Advertising.

tised line. It is manifest that if the advertising of the trade-marked line accomplished its purpose, it would seriously hinder the dealer in an honest effort to give his customer the benefit of the unusual value in the un-trade-marked bed. The whole problem could doubtless be worked out easily if the retailer could make up a satisfactory stock from a small number of advertised lines. This, however, is not possible, owing to the specialization in the furniture industry, as has been previously pointed out. There are many other practical objections, mostly due to distribution difficulties, but a statement of them would be too lengthy for a place in an article of this character.

On the other hand, there are of course many reasons in favor of consumer advertising by the maker. Not all dealers are responsible and honest and intelligent, and the direct education of the public by the makers of high-grade lines would be an advantage to many purchasers, and, if it could be brought about without too great confusion in the public mind, would be a great advantage to individual manufacturers. Moreover, the general advertising of high-grade furniture of refined design and worthy quality would accomplish much for the general good of the business, by teaching people to know and want that kind of furniture.

At present only a very few "consumer" campaigns are being carried on by manufacturers of high-grade general lines which are distributed through the general furniture retailers. Perhaps the most notable of these is that of the Berkey & Gay Company, of Grand Rapids, Mich. While this concern has used the general magazines for a number

of years, it is only recently that they have been advertising in a large way, using large copy and a general list. A typical piece of copy—a standard magazine page—is illustrated on page 151. Excellent printed matter is offered, and the prospect is referred to the local dealer handling the Berkey & Gay goods. The campaign is being watched by furniture men generally with much interest. It is an excellent test, and its ultimate outcome will be of much importance in determining other manufacturers upon their course.

During the past two or three years similar campaigns have been conducted by other leading makers. Among the more important are those of the W. K. Cowan Company, of Chicago, and the Mayhew Company, of Milwaukee, both of which ran large copy in a number of general magazines. These campaigns have been discontinued, however, at least for the time being. It is not given out whether they will be taken up again or not. The copy used for both was of a high order of merit. Representative pieces are reproduced on pages 154 and 155.

The Retailer's Advertising

The really extensive and intensive advertiser of furniture is the retailer. He spends \$100 for this purpose where the manufacturer spends \$1. The appropriations of the eight larger stores in Chicago, for instance, probably totaled up something over \$300,000 during the past year. The dealers in the other large cities are equally energetic in their cam-



*The Collective Judgment of the Best
Furniture Buyers is the Best
Gauge of Furniture Values.*

THAT public which is in a position to choose from the world's best in all lines and which buys the best wherever the best is to be had—has set the seal of its approval upon

Cowan Cabinet Work

This public has, in ten years, made the Cowan workshops—always the *best* of their kind—the *largest* of their kind in the world, covering in floor space seven times the area of a city block, and devoted exclusively to the making of

Mahogany Period Furniture

Cowan Cabinet Work is made in nearly a thousand patterns, for every household use, and may be seen at representative furniture stores in leading cities. For the smaller cities, where such furniture is not regularly carried, we have a plan whereby Cowan Cabinet Work may be supplied through any responsible dealer.

Write us your furniture needs, giving the name of the dealer through whom you prefer to buy, and we will see that your wants are supplied promptly and satisfactorily.

*For your guidance each piece of Cowan Cabinet Work
bears the maker's mark, shown herewith, in gold.*



W. K. COWAN & CO., LAKE SHORE DRIVE, CHICAGO

Typical Cowan Magazine Copy—An Attractive Display



This Mark Identifies the Best American Furniture

The Mayhew Idea

in advertising is not, primarily, to sell you furniture, but to inform you—and enable you to inform yourself—about furniture. Your purchase of

Mayhew Furniture

— or at least your desire for it — is expected to follow your own investigation of furniture realities.

The Mayhew case is rested, finally, not upon Mayhew salesmanship or upon Mayhew advertising, good as we want these to be—but upon *Mayhew furniture*—the product of two generations of fidelity to definite ideals and specific standards in the design, manufacture and marketing of furniture.

See Mayhew Furniture at your Dealer's

Leading dealers in all important American cities carry Mayhew furniture, and have the famous MAYHEW BOOK OF CARBON PRINTS by which to show you the various styles which they may not happen to have on their floors at a given time. The Mayhew product consists principally of seat furniture. It includes a wide range of perfect examples in all the important English periods—in American Colonial—and in luxurious upholstered furniture in Morocco and fabric coverings.

No conventional booklets are distributed in behalf of Mayhew furniture. The best of conventional illustrations are constantly used to advertise inferior furniture. The MAYHEW BOOK, containing hundreds of 11 x 14 Carbon Prints obviously cannot be distributed except to dealers. *Your interests as a purchaser require that you*

See the Mayhew Prints at your Dealer's

An Attractive Example of Furniture Advertising for Magazine Use.

paigining for business, and the total throughout the country is something enormous.

Because of the difficulty of selling the better grades of furniture by mail, the selling effort of each store is mainly concentrated upon the people who can come to that store in person to trade, and is, therefore, mostly local in its character.

The local newspaper is the retailer's chief advertising aid, because it offers him not only the most convenient and inexpensive but also the most efficient vehicle for carrying his propositions to the public. In the first place, it reaches practically all possible customers. There is practically no waste circulation, because the circulation is concentrated in the retailer's own field. The newspaper offers the advantage of speed in advertising. The advertiser submits his copy in the afternoon, and at breakfast time the next morning it is placed before his public. Quick action is frequently eminently desirable in "playing the retail game." The comparatively low cost is another consideration. For an average of 20c or 25c per agate line it is possible to reach over 200,000 readers—to give this amount of circulation to a 300-line advertisement for \$60 to \$75. The possibilities of the use of this medium of publicity are hard to imagine. Two or three ads per week for a year, in two or three leading papers in any city, make a store a prominent business institution, if the store and the advertising possess meritorious character.

Every progressive dealer, of course, supplements his newspaper advertising with direct advertising, such as

booklets, circulars, mail inserts, and so on, and with billboards, painted signs, electric signs, etc.

A number of the largest retailers of the country also use the general magazines in a limited way, in an endeavor to achieve national reputation and thereby to attract custom from the class of people who go to the large cities to do their purchasing. Some of these concerns attempt to do business by mail, but it is the main effort of most of them to induce the customers to visit the stores personally. Among the largest advertisers in this class are John Wanamaker, The George Flint Company and the Grand Rapids Furniture Company, of New York City; Robert Mitchell Company, of Cincinnati; The Tobey Furniture Company, of Chicago, and others.

Retail Copy

Strictly speaking, there are almost as many different kinds of retail advertising copy as there are stores. In a general way, however, retail copy may be classified as follows:

Plain Description, With or Without Illustration and Prices—This is the “bread and butter” staple kind of copy and, if rightly handled, is always good. It presents the kind of information that people always desire, and, under the right conditions, may always be relied upon to bring results. It is true, of course, that no illustrations can represent, or suggest, the exquisite cabinet work and beautiful woods in really fine furniture. It is possible, however, by the use of the

Wanamaker's

Leather Furniture



English Club Chairs

Comprehensive collection of imported and domestic reading, hall and lounging chairs—genuine Morocco and other leathers. Including these illustrated—

Mahogany arm chair, of brown English Morocco, filling of down and hair; loose cushion seat. Very luxurious. \$65.

Large comfortable arm-chair of dark red English Morocco, filling of down and hair, loose cushion seat, pillow back with wing sides. \$145.

Your inspection solicited of these and thousands of other specimens of our "Money Value Furniture" also, the House Palatial and our extensive Furniture Galleries.

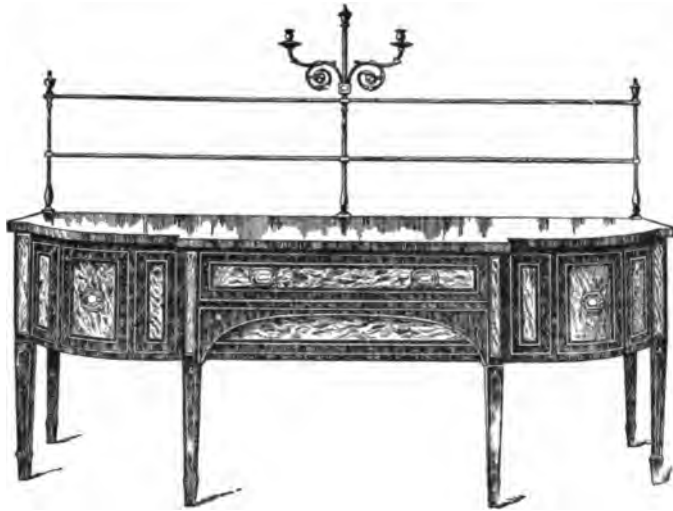
Furniture portfolios mailed free

JOHN WANAMAKER

Dept. Y

NEW YORK

A Very Striking Advertisement—Excellent in Every Particular.



What *Simplicity* in
F U R N I T U R E
 SHOULD REALLY MEAN



HE prevailing inclination among people of taste, is towards simplicity in the interior decoration of their houses.

The purity of design, the harmony of proportion and the sincerity in construction which thoughtful simplicity in Furniture implies, are to be found in our Reproductions of the Masterpieces of the Past.

Our furniture is to be had only at our Galleries in New York. We have no branches.

Neither do we issue illustrated catalogues, but we are at all times glad to render any assistance we can to those who will furnish us an indication of their needs.

Our book "The House and Its Plenishing" copiously illustrated with etchings, will be found helpfully suggestive in the extreme.

**The Grand Rapids
 Furniture Company**
INCORPORATED

34 and 36 West Thirty-second Street, New York

Neat Display, Good Copy and Attractive Illustration.

right wording, along with the illustration, to give the public a pretty good idea of what they may expect, and the method has been very successfully used, even in newspapers, with their poor paper and, consequently, poor cut reproductions, to sell the finest furniture. It is the writer's advice that pictures be used wherever possible, for after all nothing suggests "dining table" to the prospect's mind as rapidly as a view of a dining table itself, and it is a difficult matter for words to compete in giving an accurate idea of its design.

Educational Copy—Giving the reader general furniture information, as to styles, history, materials, principles of construction, etc., etc. There is plenty of room for copy of this sort. The public at large is woefully ignorant of these matters, and is genuinely hungry for knowledge. The dealer who can supply it in interesting, readable form is sure to gain desirable prestige in so doing. It is one of the best ways to establish authority, and authority is sure to enhance the appreciation which the public may have for the dealer's goods.

Service and Policy Copy—It is always well to keep the public acquainted with the merit of the service of a store, and its policies, if there be such. Some stores make great features of these matters. Store service and broad merchandising policies generally bring a return far out of proportion to their cost.

Sale Copy—Conditions in the furniture business give the dealer definite, logical, legitimate opportunities for special sales. The makers divide the year into two seasons, which begin January 1st and July 1st. At these times they

For the selection and economical purchase of furniture of meritorious design and quality, our stores offer what we believe are unmatched advantages.

In our NEW YORK STORE we offer only our own handmade furniture, which is intended to be, and which we believe is, the finest cabinet work and the most elegant furniture now being produced.

The immense displays of our CHICAGO STORE represent, in addition to Tobey Handmade Furniture, *the best work and the best values of over two hundred of the world's foremost furniture shops.* As a comprehensive educational exposition of furniture and accessories of approved character these displays are surely worthy of your interest, and of your careful consideration if you intend to purchase.

You are invited to visit these stores, or, if a visit is impracticable, to correspond.

The Tobey Furniture Company

11 West Thirty-Second Street, New York
Wabash Avenue and Washington Street, CHICAGO

This Arrangement Brings Out Prominently the Various Articles for Sale and
Makes Possible a Neat Typographical Display—Specimen of Retail
Magazine Copy.

revise their lines, bringing out new designs, and altering or discontinuing some of the old. Through this process many makers withdraw as many as 25 per cent of the patterns which they have been making during a season. It is manifest that considerable stocks of some of these patterns are bound to remain on hand at the factories when the time comes to show the new goods. It has become the custom to throw these open to the principal dealers as "jobs" at concessions, for the sake of disposing of them in lots, and the dealers thus are able to secure large quantities of goods of first quality at prices which enable them to sell to their customers at corresponding reductions, and still make a profit. Then, too, the makers who show their sample lines at the expositions, away from home, are generally willing to sell their samples to a dealer on the spot at a sacrifice, which creates another source for sale bargains. These goods, added to the furniture which the dealer from time to time wishes to offer for clearance, constitute the offerings in legitimate sales. The months following the expositions are generally the most convenient seasons for placing this sale furniture on the market, and so we have come to know the "Semi-Annual Sales" of early spring and early fall.

Special and General Announcements—The progressive retailer of course has something unusual in the way of an exhibition or special event from time to time, and the advertising of such matters is worthy of a classification of its own. One or two pieces of copy of this kind are illustrated.

FREDERICK & NELSON

INVITE ATTENTION TO A NOTABLE EXPOSITION of FINE FURNITURE



THE entire Fourth Floor of the Second Avenue Building is now devoted to the display of the finer grades of Furniture, and here, in effective settings, will be found examples of the best afforded by modern and old-time Furniture craftsmanship.

On this Floor a series of special Galleries has been built, each, with its distinctive decorative treatment, forming an appropriate background for the Furniture displayed.

A Tapestry Room contains numerous fine pieces of dark oak, in Gothic, Tudor and Jacobean, and Spanish, Flemish and Italian Renaissance. In an adjoining Gallery, against high, dark wainscoting, are shown yet finer specimens of hand-carved oak and walnut, reproductions and originals.

French Period Furniture in gold-leaf and Circassian walnut, mahogany Furniture in Queen Anne, Chippendale and Hepplewhite, and Dutch, English and French Colonial designs occupy the neighboring Galleries, and in this collection are a number of fine antiques. Two Galleries are devoted to Sheraton Furniture for Library, Bedroom and Dining-Room, and another features French and Colonial enameled Bedroom Suites in French-gray, white and ivory and gold.

Also to be noted are Suites in satinwood and ivory enamel for Boudoir and Reception Rooms, delicately decorated with hand-painted tracery, these being replicas of masterpieces of the famous Adam brothers.

In addition to the special Galleries, the north wing of the Floor is given over to a showing of Bedroom Furniture of high character, and the south wing to Library and Dining-Room Furniture of equal quality. Other interesting features are mirrors of various Periods, and good specimens of ceramics and bronzes.

Most of the Upholstered Furniture on this Floor is in denim, and we show a selection of special fabrics suitable for permanent upholstery, ranging from hand-woven Aubusson tapestries of great beauty, and rich velvets and damasks, to simple moquettes and reps.

A leisurely inspection of the displays will be found both pleasurable and instructive, as it affords a review of the development of the Furniture-makers' art from mediaeval times up to the present day. Your attendance is cordially invited.



A Meritorious Piece of Copy from a Seattle Newspaper.

The Evening Post Page of Wanamaker News

Open Mail 1 P. M.

Directly on the Suburban Railway

Right Car Leaves East Way to West

WHAT IS GOING ON AT WANAMAKER'S

Thousands passing through New York ask the question almost daily.

There is the August furniture sale with a wealth of interesting things in every sort of furniture, in spite of the fact that it is well along in its third week.

There is a little exposition of new Paris hats for Fall—arrived by last steamer and giving the first hint as to what will be the correct military hat season.

There is an event in the bookstore that will delight the heart of every booklover.

There is a wonderful exposition of Oriental rugs. And every day new and fine collections of French glass.

There is a gallery just off from the Picture House, Eighth Street.

Is a word—chair's enough to keep a pair of interested eyes busy all the day long, even enjoying and having buy the Wanamaker Store does things.



Louis XV

"How many are distinguished Louis XV chairs from a Louis XVI?" is the question often asked by people to whom the term "Louis" conveys only an indefinite impression of gilt and brocade.

Yet, several very definite "features" distinguish the Louis XV chair.

The first is probably the "taper" or shell effect which in other Chippendale walnut or gilt is immediately noted in the chair shown, this reverse effect is clearly indicated at the top of the back.

Another significant feature is the carved leg never found in the Louis XVI period. It is a sufficient characteristic of the Louis XV chair.

To the historian the feature of this period is full of meaning. The vigorous splendor of the Louis XIV regime is replaced by great restraint, almost frigidly. There is the much more, too much giving way to fancy. It is a vigorous expression of the age of Madame Pompadour.

Of Chippendale's talent, there is no doubt. The chair shown, this chair takes from our collection of furniture is a particularly good example of the period.



Sheraton Wing Chair

Beautiful young Marjorie in "The Stripes to Conquer" might have sat in it. Against its graceful wings the head of Horatio Clinton might have drooped wearily after that long stagecoach journey. It is full of the charm of other days—this wing chair after Sheraton.

The inspiration of the wing chair was purely utilitarian. When bad rains were rampant only by the open fire, when draughts swept in from every crack and corner of the room, the wing created a sort of enclosure, a sanctuary from the blast.

The trouble about the ordinary wing chair is that it is almost too cumbersome, too capricious, better suited to the plump English squires than the lively English baronet.

In this Sheraton model the trouble is overcome by the graceful treatment of the arms and legs, so that the chair shown here is comfortable in the heavy looking appearance usually shown.

Other Wanamakers. Here's a page will be found in the New York Evening Mail, the New York Evening Telegram, and the Brooklyn Standard Union.

A PAGE OF CHAIRS

Which Will Unfold The Pages of History

"Till on the chair on which you sit and I will tell you what you are," might boast the big version.

The chair is, in fact, full of history. Through its contour and its wood and its variety of design which embodied the French Revolution is actually the gilt and brocade chair of the Louis.

All these chairs, representative of the past, may be found in our Fifth, Sixth and Seventh

doomed the days through floods of smoke.

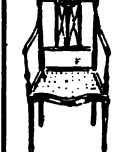
The mah of early English furniture—could say after interpretation in actual of the sturdy promise of British oak?

And the supreme refinement of the art and variety of design which embodied the French Revolution is actually the gilt and brocade chair of the Louis.

All these chairs, representative of the past, may be found in our Fifth, Sixth and Seventh



Galleries of Furniture and to our Antique Section.



Sheraton

When bowties went to Bath in their sedan chairs and while passed handbags to "Amory's," when the great artists played gallantly at "Alamode" and the dapper of the time danced over their cards and their gossip, Sheraton was creating the slender, elegant type of chair which distinguished him.

The legs of the Sheraton chair were delicately downward and sometimes they are made more graceful by a flared or rounded foot. In the chair pictured, which is taken from our collection, the "round" foot is used to give a greater weight.

Sheraton chairs may also be distinguished by the fact that, unlike those of Sheraton's great contemporary, Hepplewhite, they do not have the round or diamond-shaped backs. The example given here is a particularly graceful adaptation of the delicate square back of which he was so fond. As a final guide to the selection of the Sheraton chair, there is never a splat commanding it with the seat. And ways there is a cornering piece running just above the level of the seat.

The Sheraton given is of mahogany with cane seat.



English Bar Back

In this attractive little rack-back chair which might have been taken from the cottage of some English baronet and sent of the last century, as yet, he holds something of the spirit which makes our call to the remembrance of the beautiful chairs of Chippendale.

Other Wanamakers. Here's a page will be found in the New York Evening Mail, the New York Evening Telegram, and the Brooklyn Standard Union.

Other Wanamakers. Here's a page will be found in the New York Evening Mail, the New York Evening Telegram, and the Brooklyn Standard Union.



Jacobean

In the place of "Good Queen Bess" and her follower James VI, before the splendid Georgian group of Chippendale, Hepplewhite and Sheraton, surely all America was made in the solid English oak.

"Robinson," said word and all the great masters in which these masters worked had no place in the furniture of these days. "Underwood" was the name of wood, the polished paragon, the little masterpiece of this later period.

The characteristic of all Jacobean furniture is in the under-board. One made this on side-boards, on chairs and on tables—in all these heavily carved, given with a heavy, one suggestive of the same.

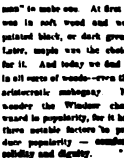
The chair illustrated, taken from our collection of Jacobean furniture, represents the object of this further furniture. One such chair the Earl of Salisbury might have owned. The roll of Queen Elizabeth's court lady might have noted against its richly carved back.

Almost blunt of line, solid and substantial in build, it suggests these rugged strains on which were built the English victorias and the Golden Age of English Labor.



The Windsor Chair

The Windsor chair first made its appearance in this country around 1725, and in 20 years it had gained such popularity that it was found wherever there was a "handy man" to make one. At first it was in soft wood and was painted black, or dark green. Later, maple was the choice for it. And today we find it in all sorts of woods—even the aristocratic mahogany. We wonder the Windsor chair could be so popular, for it has three serious factors to produce popularity—comfort, sturdiness and dignity.



Other Wanamakers. Here's a page will be found in the New York Evening Mail, the New York Evening Telegram, and the Brooklyn Standard Union.



Venetian Chair

Who does not remember the Geography lesson that showed us something like this—Venice, the city of the Doge, built on 117 islands, has 300 canals, and 270 bridges; or the Literature lesson that also taught Venice, when analyzing the "Merchant of Venice" or the History lesson that glorified the youthful mind with the glory and wealth of this city which was a republic 600 years before America was discovered?

The wealth of this city repaid gave to the world beautiful furnishings that seek in the city and heavy with becoming making in the world. This Wanamaker Venetian chair shows the picturesque lines that the island republic loved.

This chair bears a strong resemblance to the silver chair of the late Prince Waldorf.



Another Dutch Chair



Morris Chair

William Morris' "What a name to choose for a chair, in supplying a home. Craftsmen, artist, poet, poet, dreamer of a happy-to-be-achieved, as related was his attainments that in every effort he conformed to the Morris chair is a comfortable thought of a clean little Dutch kitchen with its wood-carved tables and roof of shining pewter.

The Dutch Chair

One of the distinguishing points about the Dutch chair is that it generally has the Spanish feet.

This is a chair with some big influence, for in the history of furniture, the Dutch is a constant reminder of ideas between those old English, Dutch and Italian furniture makers.

The "Spanish" feet in the chair is the bell or caberle which was used with good effect by Chippendale.

One also finds in this chair the "bald back" style which, though later greatly elaborated, is here in its simplest form. Chairs such as these used in early Colonial days to be made of simple mahogany, always to be sold by their great light.

Other Wanamakers. Here's a page will be found in the New York Evening Mail, the New York Evening Telegram, and the Brooklyn Standard Union.

A Wanamaker Newspaper Page Designed in Their Usual Style.



"Old English furniture in its golden period led the world in beauty and worth."

"Beautiful furniture is always the expression of utmost elegance, symmetry, and stateliness."

Sweeping statements! But borne out by all the weight of authority culled from books at the Astor Library; or garnered in visits to the Metropolitan Museum of Art, or to that other great storehouse of beautiful things—the Wanamaker Gallery of Antiques.

Here on the Fourth Gallery of the New Wanamaker Building is old "Old English" furniture ("Old English" furniture) that is so full of symmetry, elegance and stateliness, one pauses before it in sheer delight!—here are two tables of the "Cavalier" type that are in perfect state of preservation. They have no history written on paper, but they have that finer pedigree which all aristocracy exhales; that indefinable quality that we all know exists but cannot put into words.

The "Cavalier table" was the second evolution of table-making and has the legs braced at

the bottom like the Jacobean type of furniture. One can easily imagine the courtliness of the period in which these tables were built.

Here in the Wanamaker Antique Gallery are chairs that are fitting accompaniments to the heavy, stately, noble tables.

Some call them "Stall chairs" because they grew out of the influence of a cathedral stall. Others call them "wainscot chairs" because the backs are supposed to resemble panels in wainscoting.

In any instance, they are dignified historic old "Old English" chairs, and wear their age with grace and charm. If one possesses even one of these chairs, one offers a mute announcement of culture.

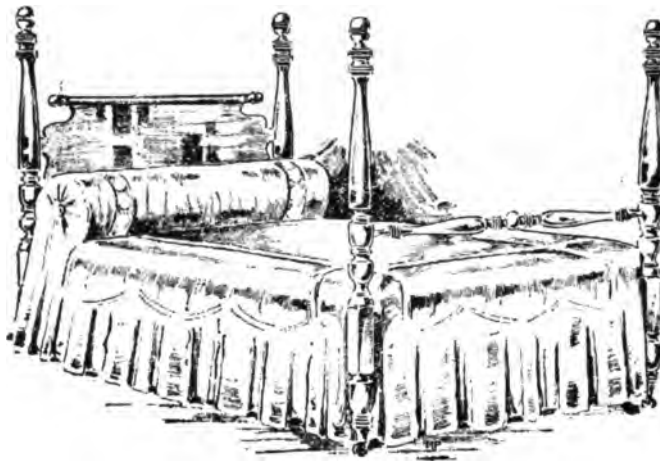
Here in the Wanamaker Galleries is an Elizabethan bed that looks as if it might have stepped out of that famous group of beds at Hampton Court Palace. Who that has stood beside one of those beds, looking out of those great windows, down the long alleys of noble trees, can remain uninterested in this example of fine old English craftsmanship, and can forget Tudor history!

And here in the Antique Gallery of the Wanamaker Store are chests! Such chests as have been the pride of homemakers ever since the art of home-making began. Today we build trunks—prosaic boxes—that have neither strength nor beauty. In the golden ages of Life, when people aspired to the dignity of possessions, they built chests, and they put into them strength and beauty, along with perishable possessions. This strength and beauty grew into their lives, and out of it came the unassuming, unconscious dignity of English country life, that makes the England of today generous enough and fearless enough to harbor men of all political faiths, from a Prince Peter Kropotkin (a radical of radicals), to the unfortunate son of Portugal now resident on English soil.

Yes, the Wanamaker Antique Gallery has chests brought down through the ages from Old England to Young America. Chests are here ready to carry their burden of Truth (i.e., utility, simplicity and beauty combined) into a good staunch appreciative American home.

(Fourth Gallery, New Building.)

A Wanamaker Furniture Advertisement Showing Real Originality—Well Written Copy and Interesting.



**Colonial Mahogany Four-Posters
in Full or Single Widths, \$39**

Careful comparison convinces us that this is the best value in four-posters offered in the furniture market today. You should see it if you contemplate purchasing a bed of this character.

We show four-posters in a wide range of designs and qualities, at prices from \$26 to \$400.

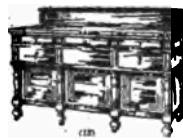
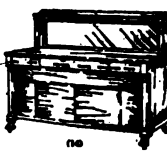
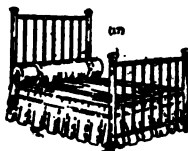
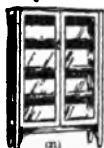
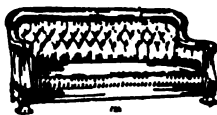
Colonial Mahogany Dressers (to match design illustrated above), as follows:

<i>Top, 23x45--\$45</i>	<i>Top, 25x52--\$67</i>
<i>Top, 24x46--\$51</i>	<i>Top, 26x60--\$80</i>

The Tobey Furniture Company

Wabash Avenue and Washington Street

A Typical Illustration, Description and Price Advertisement.



For the purchase of GOOD FURNITURE and accessories we are confident that this sale presents the most advantageous opportunity offered in the middle west during the season. In scope, character and extent of reductions made it is unrivaled. The great savings possible at this time WARRANT BUYING FOR FUTURE REQUIREMENTS. Goods purchased during the sale will be held until desired.

The Tobey Semi-Annual Sale

—in which we offer our customers the advantages of sampling connections made us by foremost makers on exhibition lines, overstock, special designs and odd pieces, together with our own clearance and special reductions—

Begins Tomorrow

(8 o'clock a. m.)

FURNITURE—Immense assortments, in all desirable grades, from the inexpensive to the most elegant; in designs for every room of the home, and for the office.
AT REDUCTIONS OF 10 to 50%

LACE CURTAINS—Several thousand pairs, in qualities ranging from the inexpensive to the costly, and including choice patterns in Irish Point, Cluny, Arabian, Bruns, Renaissance and Ruffled Net Curtains and Portières—

At Reductions of 15 to 30%

ORIENTAL RUGS—Many hundreds of excellent specimens from Persian, Turkish and Bokhara handlooms, carefully and personally selected, rug by rug, by our native expert buyers; a collection worthy of the attention of the connoisseur; regular prices, \$5 to \$1,500—

At Reductions of 10 to 25%

WALL PAPERS—Our entire stock of imported papers at reductions of 50%, with many room lots and discontinued patterns at fractions of former prices.

THE PIECES SHOWN IN THE SKETCHES reproduced in this advertisement are REPRESENTATIVE SAMPLES FROM THE GREAT SALE DISPLAY; are taken from large groups of similarly attractive designs offered at proportionately large reductions. These goods are all of fine quality; are unquestionably excellent values at the former prices. They should be seen to be appreciated.

THOUSANDS OF OTHER ATTRACTIVE VALUES.

The Tobey Furniture Company
Wholesale Rooms and
Washington Street
CHICAGO

**Home West Thirty
Second Street
NEW YORK**

A Typical Tobey Sale Advertisement Used in Newspapers.

Seasonable Sale Fine Dining Room Furnishings

**We Furnish Homes by Plan
and Prospect**

**The "Smoking" Prevention Clinics
Not for Patients and Physicians**

**SPECIAL SALE "COLONIAL" DINING TABLES
AND BOX SEAT DINING CHAIRS**



THE MODERN "COLONIAL" DESIGNED PLATFORM CASE SHOWN IN THE PICTURED below has been finished in the Rich Walnut Grain; Type are 28 Diameter and can be over 8 Feet in Length; moreover can be Extended to Six Feet in Length; the Pedestal, which is with a Patent Locking Device, \$2.25.

SPECIAL AT - 326.75

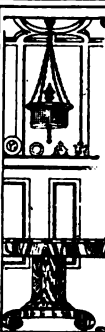
**THIS SUBSTANTIAL BOX
SEAT RIDER. ONLY \$1.95**



100 SUBSTANTIAL BOX SEAT DES.
1970 CHAIRM like previous, Solid
 Saddle Seat, constructed of Selected Quarter
 Sawed Oak finished the Flamingo Black
 Gold or the Serviceable "Early Rag-
 Mat"; Regularly \$2.75;
MONDAY SPECIAL AT..... \$1.95

100 BETTO, with Seats upholstered in
 Genuine Leather; Regularly
 \$1.75; **MONDAY SPECIAL..... \$2.45**
AT

ARTISTIC LIGHTING FIXTURES FOR THE DINING ROOM


[illegible]

**THIS MASSIVE DINING ROOM TABLE,
ONLY \$14.76**



40 DEPENDABLE
FORM BASE
FEDERAL DESIGN
KLAM like platform,
Imperial Oak, "Gala-
"Early English," "E-
all of them in Stock
can be Extended to
Regularly \$20.00; NE-
SPECIAL \$1
AS
Cash, or 12 Mo. Pay-
per Month.

DOWN
HAYES
Seats
Pretty
beamed
85c
MAR.



**THIS COMMODIOUS CHINA CLOSET BUFFET,
ONLY \$24.50**



#25 BEAUTIFUL QUARTER SAWED OAK
THE SAWN OAK
KITCHEN CLOSET BUTTER
plate picture, finished a High-
y Polished Oak Cabinet.
Equipped with Adjustable
Shelves in Glass Compart-
ments, Large Divided French
Plate Shelves, Well Arranged
Cabinets with Three (3)
Drawers Above, One (1)
Below; Silver; Size 68"
Wide by 96 inches
High. Regularly \$68.00
SPECIAL AT


\$24.50

Cash, or \$5.00 Down and
\$4.00 per Month.

**EXCLUSIVE DESIGNS FAMOUS
"STRANGE" CHINA**



Everything Attractive In Manner



It is a True China set
Archie, Queens and
Printed Patterns to Satisfy
All Conventional Taste
and Popular Style. "252"

See in Shop Modernity
252 Prices from \$24.95
to \$29.95.

WE PLACE ON SPECIAL
SALE OUR ENTIRE
CHOICE FRENCH
Cups, Plates, Saucers, and
Serving Pieces. All
Sparky and Gold Band
ranging in Price, PER
FROM \$24.95 to \$29.95

BEAUTIFUL FLOOR COVERINGS FOR THE DINING ROOM



A SPLENDID ASSORTMENT OF DESIGNS AND DRINKS TO PLEASE ANY THIRSTY GUEST! Single or double for the Dining Room! Superior for waitresses! Richness of Appointments.

SIZE 46/48 IN. FL.	\$1
Monday at	\$1
SIZE 48/50 FL.	\$1
Tuesday at	\$1
SIZE 50/52 IN. FL.	\$1
Wednesday at	\$1
SIZE 52/54 FL.	\$1
Thursday at	\$1
SIZE 54/56 FL.	\$1
Friday at	\$1

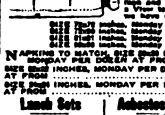
Fine Linens For the Dining Table



DW BLEACH to the Super
 Price Table Linen. It
 Patterned, Full
 of our Yard
 TO MATCH, AN Choice Patte
 ES, PER DOZEN \$2.55; I
 R DOZEN \$4.40

PATTERN TABLE CLOTHS
 A BEAUTIFUL ASSORTMENT
 IN TABLE CLOTHS IN B
 in Linen, AN Choice Subst
 ings. These cloths are the
 choice.

PATTERN TABLE CLOTHS
WE HAVE A BEAUTIFUL ASSORTMENT



Men's... \$1.75 to \$10.00
 Women's... \$1.75 to \$10.00
 Children's... \$1.75 to \$10.00
 Table Top Products... \$1.75 to \$10.00

STOVES FOR ALL



Steve Tabor goes at Full Contact

1
7
1
1
2
M
"B
E
E
10
P
S
P
P
P
M
M
S
C
D

SALE FINE HEATERS AND RADIATORS



**THIS SAME
PLAIN FEEL
"DETROIT JET"
CAST IRON
RADIO, (C)
\$32.
25 NEW
"LAKESIDE"
LAKESIDE FROM
completely new
to the Detroit
Planting of
Steel, 1948
New and**

N E E 90 0

COMPLETE FURNISHERS OF HOMES, OFFICES, HOTELS, CLUBS AND PUBLIC INSTITUTIONS

PART IV

PIANO ADVERTISING

By H. JENKINS

Advertising Manager The Cable Company, Chicago

Like every other industry, the piano business presents certain characteristic conditions which make piano advertising an individual problem, at least in the specific application of general principles.

Anybody can write superficial generalities about an instrument. Copy which consists mainly of claims and statements which, in the final analysis, mean nothing, can be found at any time in nearly all of the magazines and newspapers; which, from the standpoint of real advertising, means that much of the money spent for space is wasted.

Good piano advertising is invariably based on a clear understanding of the problems which confront the salesman. It is an expression of the sales policy of the house. It gives the prospective buyer reason to believe in the value of the particular instrument he is reading about, while it creates confidence in the house itself.

In this regard piano advertising conforms to the same

broad principles which apply to the advertising of other articles. It is different, not in the general sense, but as I have said above, in the specific application of the fundamental principles.

Now, to discuss intelligently the subject we are on, we must inquire just what the peculiarities of the business are. We must analyze the market, and shape our copy so that it will appeal to the class of people who logically are our customers. We must ascertain the methods competitors are using to get the business, that we may be prepared to meet their moves with others at least as efficient as theirs. We must know the "tricks of the trade"—of which there are some in the piano business.

And, of course, we must know our pianos through and through. We must know why they are good instruments and be able to put so much conviction into our copy that we will favorably influence our "prospect." Furthermore, there must be a practical selling plan and a selling organization which will work in harmony with the advertising policy.

The above facts are fundamental. They are the keynote of successful publicity, and even if their statement should seem superfluous to the experienced advertising man, they are too important to omit in an article such as this.

I have emphasized the importance of knowing the conditions which exist, before the advertising plan is arranged and before the copy is written. Let us now consider the

organization of the piano industry, and then we can intelligently discuss the methods by which the advertising can be made most resultful.

Speaking in general terms, we have an industry—

—in which the jobber does not enter. A piano goes from the manufacturer to the retail dealer and from the dealer to the user, or direct from the manufacturer to the purchaser.

—in which one dealer controls the specified territory, which may be one city or an area comprising several counties, or even a state. No other dealer can buy pianos from the same maker to sell in that territory. The dealer, however, often handles more than one make of instruments.

—in which the article sold is high in price. Consequently, many dealers require long terms of credit, or carry pianos on consignment, because they have to make the great majority of their sales on the installment plan.

—in which there are very few "repeat orders" for the retailer. The problem of the retail salesman is not so much to "hold trade" as to get new business, although, of course, keeping and utilizing the good-will of customers is an important element in creating new patronage.

—in which the manufacturer seldom controls the retail selling price of his products. A very few piano makers have re-sale agreements with their dealers, but the majority leave the matter of retail prices to the dealer—a policy which opens the way for price-cutting which often demoralizes the piano business of a city for months at a time, and which leaves a doubt in the minds of many people as to the real value of any instrument whatever. Even the terms of a re-sale agreement are often evaded.

Having now in mind the general conditions, let us consider specifically, each in its turn, the advertising of the manufacturer who sells through dealers and from his own retail stores, and the advertising of the dealer—taking into

account in every case the important merchandising conditions and linking the selling methods with those of the advertising.

THE ADVERTISING OF THE PIANO MANUFACTURER

Relation of the Maker to the Public

The piano manufacturer stands, or should stand, as sponsor for an article for which the purchaser is asked to spend a large sum of money and he is or should be expected to bear the responsibility for the quality of the instrument.

High-grade pianos and instruments of medium grades which the manufacturers advertise and guarantee by their written warranties invariably bear the makers' names on the frontboards and also on the metal plates. Every reputable maker is willing to replace or to repair without charge a piano of this kind, if it is shown to be defective by fault of material or workmanship, or both.

But besides the instruments made by responsible manufacturers, and known to have merit, there are those "yellow dogs" of the piano trade—the Stencil pianos—on which you will find no makers' names and no makers' warranties. They are cheaply built instruments, sometimes bearing titles which resemble those of famous pianos, and are produced for dealers who are willing to exploit those unfathered instruments because they can be sold at a large percentage of profit.

The customer has no way of tracing the origin of a Sten-

cil nor of getting a line on its actual value, unless he himself is a piano man or has expert advice—which is seldom the case.

And then, of course, there are the cheap pianos bearing the makers names, but having inferior musical and constructive qualities.

That these pianos are often sold to people who originally intended to purchase instruments of real worth creates a condition of interest to the manufacturer and to the advertising man who is concerned with the promotion of pianos which will give permanently satisfactory service.

And there is still another condition which has an influence confusing, to say the least. It arises from the fact that the dealers in the poorest grades of pianos often make extravagant and unjustified claims for these instruments. Words are free to all, and no advertisers use superlative terms more freely than the man who is unloading "thump boxes" onto the public, and who offers various inducements in the form of "low" prices, easy terms and premiums to attract patronage.

The productions of the different manufacturers, as they are presented to the public, are therefore liable to be confusing to the buyer who is without practical knowledge of pianos and who may not have the guidance of an experienced person. He may wonder why some instruments are held at certain prices while others represented as having equal merit are sold for less.

And yet this state of affairs is not dissimilar from that which exists in many other lines of business. Every high-

grade article must compete for public attention with others of a similar nature but of inferior character—and just as advertising of the right sort has made profitable markets for the better things in other industries, so it can in the piano field.

There is a legitimate place for pianos of every class. In fact, many of the most reputable makers produce a line of instruments from the cheap to the high priced. It is not the placing on the market of pianos of the lower grades, but their exploitation by exaggerated claims, which is objectionable to those who aim to give the public a "square deal." One problem of the maker of a really fine instrument, therefore, is to overcome the effect of misrepresentations by which prospective buyers may be led to believe that the piano of inferior or only very ordinary quality is as good as those of established superiority.

And this is a condition which the manufacturer of high-grade instruments, or the manufacturer who makes various grades and sells each for what it is, can meet by means of good publicity. He can reach the public as readily as the maker and the dealer can who are selling inferior pianos, and by campaigns of effective advertising, coupled with good salesmanship, he can build and maintain a profitable market for his instruments in the face of the kind of competition which exists now and which probably always will exist.

There always will be buyers for every kind of a piano—always people to whom a certain proposition will appeal—always people who will be influenced by price alone, by

premium offers or by some of the other inducements by which the lower-grade pianos and instruments of doubtful or exaggerated worth are sold.

On the other hand, there are people who want good instruments and who understand the economy of paying the price which a piano of superior musical and constructive features is worth. To these people quality is the first consideration, and it is the evidence of quality given in the advertising and in the piano itself which will make the strongest appeal. And the fine art of advertising is to present the merits of this piano so convincingly that the claims made for its inferior competitors will have the minimum effect. And, as I have said before, to obtain the full benefit of the advertising, there must be an efficient sales organization which will act in harmony with the advertising policy.

This does not mean that the manufacturer of the more expensive pianos should neglect those of the lower grades which he may also produce, for, as we have seen, there is a great market for such instruments; but he should be consistent in his advertising and not create confusion by attributing to his cheaper pianos the qualities which obtain only in those of the highest class—and he can be thus consistent and yet do advertising which will produce a demand for his low-priced instruments as well as for the better ones.

Relation of the Manufacturer to the Dealer

A manufacturer, by quoting satisfactory wholesale prices, may place his pianos among dealers, and stop there.

But if this is his policy—if he is unwilling to advertise—he sees his instruments dependent solely upon the salesmanship of his dealers and their men for their proper presentation to the public. He is doing nothing to create interest in his pianos, to standardize their value in the minds of buyers to help the salesmen, or to produce a demand. He has failed to realize that if he can predispose prospective purchasers in favor of his products he can become a factor in the retail sale and to a great extent make his market, irrespective of competition; while he can put himself in a position to hold his market by making his pianos desirable not only in the estimation of the public but in that of the dealer.

On the other hand, take the case of the manufacturer who has a national distribution through dealers and who sees the situation as it is. He wants to reach the greatest number of people at the lowest cost—helping all of his dealers both by creating a demand and by establishing the reputation of his products.

Here he finds the magazines of wide general circulation of particular utility. With them he can cover the country every month and place his advertisements before several million of a well-to-do class of people. As I have stated above, he can take his instruments out of the unknown class where they must compete with Stencils and the poorer grades of instruments, because, by using the right kind of copy, he can invest them with a particular value in the minds of all of these readers.

But he should not stop here. Magazine advertising is

but one link in the chain of a national campaign. The dealers' stores must be connected up with the general advertising.

Prospective buyers must be informed where they can see the pianos in which they have become interested. Consequently, the educational work in the magazines should be backed by local advertising, so that the individual dealers may "cash in" on the sentiment and desire developed by the manufacturer.

The newspapers in dealers' cities, judicious circularizing, street car advertising and posting are the principal mediums for completing the chain, and are in themselves means for creating and stimulating a demand.

The dealer who is alive to his own interests will advertise locally even if the manufacturer is doing no advertising. He should be all the more ready, therefore, to conduct a practically continuous campaign when the manufacturer is investing large sums yearly to make his instruments favorably known.

But the dealer who is buying space in co-operation with the piano maker has not always the best facilities for producing material to fill that space, and space is valuable only when the copy printed in it is effective.

And here the manufacturer should figure directly in the local advertising by giving his dealers copy service and suggestions upon advertising and selling.

And in this method of reaching a great multitude of people by judicious national advertising which shall standardize his products, together with co-operative local pub-

licity with the dealer, and with a sales force intelligent enough to show the retailer the importance to him of such a campaign, we have the means by which the manufacturer who has not a national distribution can establish desirable dealer connections; provided, of course, that he has the facilities of production to supply the dealers with instruments which will bear out the advertising statements—and, furthermore, that he is willing to regard the money spent for space and copy and cuts as an investment to give a creditable reputation to his pianos and to standardize their values, as well as to produce a demand for them.

For the purposes of this discussion we may classify the manufacturer's advertising as follows:

1. Advertising to the public.
2. Advertising to the dealer.

Let us now take up in detail the media and the methods with which he is logically concerned.

Advertising to the Public

The manufacturer who is in a position to command a national distribution for his products can, as we have seen, use the magazines to special advantage—and by magazines is meant not only the monthlies, but the great national weeklies, and the agricultural journals.

But there are other media which, while perhaps individually local or semi-local in their advertising application, can be used in campaigns either wholly national or

covering such an extent of territory that they can properly be designated as national.

These are the "magazine sections" of certain great Sunday newspapers, and street cars, which serve not only for city but for extensive interurban traffic.

To the manufacturer who has not the producing capacity nor the organization to operate on a wide national scale, but who is working toward that end, or who has his dealer connections concentrated in certain sections, these media, used with the co-operation of his retailers, present a means for getting publicity where his goods are available to readers.

To such a manufacturer a campaign in the general magazines might show too large a percentage of waste circulation. But he can purchase space in the "magazine sections" of the papers covering the territories in which his pianos are sold while his dealers are using space in the daily editions of the papers issuing the "magazine sections" to make the chain of publicity complete from his advertising to their stores.

And by co-operative arrangement with the retailers he can have his advertisements displayed in the street cars throughout a part of a state, or several states, as the distribution may determine.

Thus the principle of a national campaign can be followed with a minimum of waste circulation when conditions do not justify "covering the country" at once, section after section being taken up as dealer connections are extended. And these media may also be included in the schedule of

the manufacturer who is using magazines — if not to a national extent, to establish his position in new territory and to strengthen it where competition is especially strong.

The above is intended to name the classes of media available to the piano manufacturer who wishes to enter upon a national advertising campaign, and to suggest the method of using them. Just which of these media should be selected, and to what extent they should be employed, is a problem individual with each advertiser. No one can formulate a rule which will fit all cases. The best we can do in a discussion like this is to present the underlying principles.

The manufacturer himself, with the assistance of competent advertising men, must determine just how these principles shall be applied in his case. The extent of his existing distribution, his capacity for production, the efficiency of his sales organization, his facilities for making new dealer connections, the state of competition, his prices, his profits, and other factors, all combine to influence conditions which must be taken into consideration in shaping up the advertising plan and in determining how large his appropriation shall be, and where it shall be spent.

Importance of Copy

Any advertising medium will prove efficient only if the matter which it carries to the reader imparts conviction and selling force, and this brings us at once to a discussion of **Copy**. What shall we say and how shall we say it?

Now, copy, to be convincing, must be much more than mere words, however elegantly they may be arranged. The matter in the advertisement should be as intelligent a presentation of the claims for the instrument as would be given by a high-class salesman, face to face with the buyer. And therefore, as I have already emphasized, the man who writes the copy must have a clear understanding of the conditions which affect the piano trade in general and his proposition in particular.

People may be moved to desire a piano by an appeal to their sentiments. The idea of having music in the home, particularly the home where there are children, is one which is easily formed—and the basis of most good advertising is the demonstration of the utility of the article to the prospective buyer.

But any good piano will furnish music, and, furthermore, the piano is something of which all people know the use, and nearly all appreciate. In preparing our copy, therefore, we must go farther than to present an argument which will apply not only to our instrument but to others.

We must give good reasons why the person who has decided to buy a piano should consider ours most favorably. That means that we must give a sales talk rather than depend upon mere generalities to convince the reader. "The greatest piano in the world," "The piano that will give you the best satisfaction," "In a class by itself," and other expressions of a similar nature do not carry conviction.

But if we speak of the tone of the instrument, and tell

World-wide recognition
accords to the

STEINWAY PIANO

a reputation above all other pianos
as the most perfect instrument for
the interpretation of all music.
This has deep significance to those
who place musical worth above
every other consideration in the
purchase of a piano.

Ministure Grand, \$800 to \$900.

Verte-grand, \$550 to \$600. According to Case.

The name of the Steinway dealer nearest you, together with illustrated literature, will be sent upon request and mention of this magazine.

STEINWAY & SONS

STEINWAY HALL

107 and 109 East 14th Street, New York

Subway Express Station at the Door

A Sample of Steinway & Sons's Advertising.



MELVILLE
CLARK'S

APOLLO

The Player Piano

*That Owns the Exclusive Right of
Playing Downward on the Keys*

Do you know that we were the first manufacturers to make a player piano that covered the whole range of the keyboard?

Do you know that for five years we were the only manufacturers making a player that played eighty-eight notes?

We do not expect you to buy an Apollo on the strength of these statements alone but we do expect that before you invest from five hundred to a thousand dollars in a player piano you will protect your investment by first-hand knowledge of the different instruments offered for sale.

Ask your friend who sells player pianos if there is any way correctly to play a piano except downward on the keys. He knows as well as you do that no man, woman or child, musician or amateur plays a piano in any other way than a *downward* touch on

the piano key, because that is the way a piano was made to be played.

When the manufacturers of ordinary player pianos made 65-note players they made them after the image of a child who could not reach the full length of the keyboard. When *Melville Clark* made a player piano he made a complete, full-grown musician, after the image and with the training and inspiration of a master. The makers of all player pianos, except the Apollo, cut out the downward stroke on the keys; they cut out twenty-three of the most expressive notes; they *cut out centuries of progress in piano building*.

Melville Clark's Apollo *restores* to humanity its heritage of perfect harmony and puts into the grasp of every person in the world, a musical education heretofore beyond the reach of any except a talented few.

Send your name and address. We will give a fuller description of this marvel of music, tell you a sure method by which you can settle the player piano question for yourself.

MELVILLE CLARK PIANO CO., 407 Steinway Hall, CHICAGO

Magazine Copy Explaining Special Features of the Article for Sale.

what famous pianists have said of it, then ask the reader to demonstrate for himself by actually playing the piano at a dealer's store or in his own home—if a "trial" offer is made—we show our own confidence in the musical qualities of our instrument and we create at least a measure of belief in the mind of the prospective buyer.

Take the point of construction. We might say that our piano "is a marvel of workmanship"—but again we give the reader no specific idea. But if, without being too technical in our expressions, we tell how a piano should be constructed to retain its tone, and if we describe the features of ours, showing the skill that is put into its making, again we have our reader on the road to being convinced.

If we are able to show that many well-known musicians use our pianos, and if we can show how satisfactory they have been in musical colleges and in homes, we have given a further demonstration based on the record of actual service.

If it is a "player piano" that we are advertising, we will have a number of special features not found in other instruments, which, if properly described, give us valuable "talking points." We can show how easy our player piano is to "pedal," how readily the expression is controlled and why, and how "naturally" we can play—because of these things which are found only in this instrument.

We can point out the educational value of such a player piano, with which anyone can not only play any piece of music, but play it with the "human touch"—even if the person is not a pianist. We can show the value of the

player piano in any home, and the special merit of ours because it has these very important features.

These are a few of the ideas upon which the copy writer can base a campaign having selling force. There are many others, of course, but those I have given serve to illustrate the principle.

As I have already suggested, piano advertising conducted by the manufacturer whose products are sold through dealers serves not only the purpose of establishing the reputation of the instruments and creating a demand, but also of making it easier for the dealer to sell them and to hold prices through the favorable impression created.

With advertising which is purely educational and which promotes an article sold through the retail trade, as that done under the conditions we are considering necessarily must be, the results should be looked for in the ultimate increase in business through the dealers, in the more loyal attitude of the dealers, and in the standardizing of prices, rather than in the number of direct traceable results in individual sales to consumers — particularly when local advertising is done by the retailers. While the manufacturer will receive numbers of inquiries which, if referred to the dealers and properly followed up, will show that sales have been closed, many people who become interested will go directly to their local store and buy without first communicating with the manufacturer.

Although, as in all advertising, a certain percentage of replies received are from curiosity-seekers, children, and people not seriously interested, letters asking for informa-

tion deserve close attention. They should be answered by letters and descriptive matter elaborating upon the facts given in the advertisement, and in every case the name of the dealer nearest to the inquirer should be furnished.

Then the dealer, being informed of the inquiry, should be encouraged to investigate with a view to getting the prospective buyer into his store. The manufacturer's traveling salesmen, furnished with a list of inquiries from their respective territories, can get reports on these "prospects," so that the man at headquarters may know what is being done. Periodically, of course, requests by mail will be made upon the dealers asking for information regarding inquiries sent to them.

Co-operative Retail Advertising

That there is much bad piano advertising done is evident to everyone who reads the newspapers. The average dealer is not experienced in copy writing, and he is too busy looking after sales and collections to give time to the study of advertising principles and methods—so, more likely than not, he writes a few claims, using plenty of adjectives, inserts a bargain list, or emphasizes his low prices.

And as most dealers seem to have the same kind of advertising ideas as their competitors, the public gets much the same kind of talk from all of them. As a result, so far as the effect of the advertising is concerned, the buyer's opinion is very often about the same of one as of another.

For that reason, if the manufacturer of a high-grade

piano wishes to have the local advertising of his pianos as effective as that which he is putting out in national media, he must, as I have said before, take a hand in the local advertising. He must help the dealer to make the best possible presentation of the higher-priced piano in contrast with the advertisements of lower-priced ones, which have not the quality of those he offers. He must create conviction in the extra worth of his instruments. He must furnish copy which will be different from and better than that which is used in the advertisements of cheap competitive instruments, and which will help to convince the prospective buyer that his pianos are worth the money asked for them.

The retailer who carries these superior and higher-priced instruments undoubtedly will also have the cheaper kinds, and it is perfectly legitimate for him to sell them. He must be prepared to meet the demands of all classes of trade. But in both advertising and selling he should draw the distinction between the various kinds of instruments he offers—and this is where the maker of the higher-priced and better pianos can help himself, the dealer, and the buyer, by co-operating in the local publicity of the retailer.

True, there are not as many sales made of the more expensive instruments as of the lower-priced ones, because there are more people whose purchasing power is small than there are of those whose incomes are large. And in the face of convincing quality advertising many buyers will take a chance on the piano which they can get at what looks to be a bargain figure.

Nevertheless, I may repeat, the maker of the really excellent piano will always have a market for his products; but to make the best of it he must see that his pianos are properly advertised and that they have a fair show in the dealers' hands. That is where good advertising and co-operation "from start to finish" count.

The policy of the maker of the more expensive instruments, then, is to get the idea of **value** associated with his instruments, and to encourage the dealer to co-operate with him by using the plates and copy which the manufacturer will furnish without cost. Even though the dealer may carry a line of cheap instruments also, he has in the one of merit and reputation a means for attracting the best class of patronage and for creating a favorable impression for his entire stock.

Of course the manufacturer has many obstacles to overcome, as, for instance, the apathy of that type of dealer who, while taking the agency for his pianos, has for years made low prices the argument to the public and has formed the habit of selling on the basis of price alone, and the fact, already given, that pianos not so good and lower priced are often advertised in unwarranted terms and with various inducements which appeal to the "bargain sense" of the purchaser.

Thus we see the importance of getting the dealers' enthusiastic co-operation, both in the adequate use of local advertising and in the actual work of salesmanship. The advertising, both general and local, convincing as it may be, must be backed by an active interest on the part of the

dealer, so that even if the advertised piano is high in price, he will demonstrate its merits and try to close the sale instead of being lukewarm on this particular instrument, letting the customer drift to one of lower price and inferior character, using the high-grade piano, in effect, only as a means to attract the buyer to the store.

Creating this co-operative spirit on the part of the retailer and his salesmen should be a part of the work required of both the advertising and the sales departments. The traveling salesman should be actively interested in the advertising policy of the house and he should be instructed how to present ideas to his customers and to make practical suggestions for their application.

Specific Suggestions for Co-operative Local Advertising

The advertising department of the manufacturer who is conducting a national campaign on his instruments should always be prepared to furnish dealers with series of newspaper advertisements, new series being supplied from time to time to replace those which have been used.

These advertisements may deal entirely with the manufacturer's pianos or they may be in the form of general copy for the dealer's store, but prominently featuring the piano to which it is desirable to attract attention. As a rule, it is well to have both kinds prepared, so that a dealer may have material for a special campaign concentrated on a certain piano, as well as good "regular" copy.

Each series should be printed on sheets, the individual advertisements being numbered. These sheets being sent to the trade, the dealers can select the plates they want and make requisitions for electrotypes by number. A record of electrotypes sent to each dealer should be kept and from time to time copies of the newspapers in which the advertisements appear should be obtained. As a rule dealers will send the papers if requested. By examining these publications, the advertising department can see whether the retailer is really using the service and it can also become informed on what kind of advertising competitors are doing in any territory.

Unless the illustrations used with these advertisements take up a large part of the space, it will not be necessary, as a rule, to furnish electrotypes of the entire form, as the local publisher can follow the style of the text matter in the copy, inserting the dealer's name in the proper place. Electros of the illustration, however, should be supplied.

Besides furnishing these stock advertisements, the manufacturer's advertising department can often be of service in preparing dealer's copy where special matter is necessary—as in the case of sales. This department being in a position to have a bird's-eye view of piano and other advertising in general, can also often send information to retailers on the publicity being done by dealers in other cities, thus keeping customers of the house in touch with matters of interest.

And this copy and advisory service should be applied



Why a Conover Piano Is a good Investment

¶ The workmen who make the Conover Pianos are men of particularly high skill—they are specialists in piano making.

¶ The material used in these instruments is the best that can be obtained and none is accepted until it has been critically inspected.

¶ On account of its construction excellence, the Conover Piano gives long and satisfactory service and it is, therefore, an instrument that gives full value to the buyer.

¶ Remember this also—that the construction of the Conover assures permanent tone. The Conover has such lasting tone quality because it is strongly made, and because its parts are correctly proportioned and assembled to resist all strains.

¶ You may, by chance, obtain a piano of untried merit and find it satisfactory, but you eliminate the chance when you take a Conover. You know that you have made a good investment.

We sell the Conover Pianos on easy terms.

(Insert name and address here.)

DANCE any time. The music will always be ready if you have an **INNER-PLAYER** Piano. There is no need for an experienced musician. You or of your family or friends may play it. Those any selection you may hear, insert the music roll are ready. The operation is easy. Simply pump the hand move three little levers in the keyboard.

INNER Pianos are pianos provided with the **INNER-PLAYER** device. Like other handsome pianos, the **INNER-PLAYER** is contained within the case. You can play them by means of the player, which is the easier way, or you can use the **INNER-PLAYER** Pianos with the ordinary instruments and mechanisms.

The **INNER-PLAYER** device is different than any other because it has certain features which enable you to play more easily and to obtain more pleasure than you can with any other.

The **INNER** and the **INNER-PLAYER** Pianos are made only by the Conover Piano Company, Chicago. You cannot get the **INNER-PLAYER** in any other manufacturer.

That every **INNER-PLAYER** Piano is guaranteed by the company and that the guarantee applies to both the piano and the **INNER-PLAYER**. This is a much longer term of warranty than you can get on other pianos, and it absolutely safeguards you against

yourself how easy it is to use an **INNER-PLAYER** Piano.

(Insert name and address here.)

INNER-PLAYER



The best way to use leisure time is to read good books or to play music. The music is now as easy to play as the books.

You can have an **INNER-PLAYER** Piano, an instrument that can play without any "technic". The **INNER-PLAYER** Piano is so simple that it contains within its mechanism the **INNER-PLAYER** and is manufactured by the Conover Cable Company,

and can be played by anyone without any special advantage.

It makes it unnecessary to touch the keys, or to pump the pedals and move the three little levers. By those simple operations you can play any composition.

And more than this, you can give **human expression** to the music because the **INNER-PLAYER** has certain features which give you absolute control over results.

There are other pianos provided with player mechanisms but none are like the **INNER-PLAYER**. Try any of them and then try an **INNER-PLAYER** Piano. Let your own judgment determine which you like best.

Call at our store at any time and we will place an **INNER-PLAYER** Piano at your disposal. Play as many pieces on it as you desire. See for yourself how easy it is to operate.

Also ask about prices and terms.

(Insert name and address here.)

Advertisements Prepared for the Use of Dealers.

not only to newspaper advertising but to all other forms of publicity by which the dealer may promote his business.

If a retailer has a contract for street car advertising, the manufacturer can furnish the cards free or at actual cost, and thus be assured that his pianos are as well presented through this medium as through any of the others used. The same remark may apply to billboard advertising, the manufacturer furnishing the posters for the space which the dealer is buying.

By thus supplying copy, the manufacturer not only secures uniformity in the advertising of his instruments but he makes it possible for the dealer to have a class of illustration and copy which it would be practicable for only a few dealers to pay for or to obtain. Not many retailers are in touch with high class artists and most of them would hesitate to pay the ruling prices for fine illustrations. But the manufacturer supplying a number of dealers finds that good advertising drawings and other material for publicity is not so much more expensive per unit than inferior work as to make the extra cost prohibitive.

Catalogues, folders, slips and other descriptive matter for distribution to prospective buyers are naturally a part of the advertising service furnished by the manufacturer to the dealer. These should be imprinted with the individual dealers' names to keep the connection between the local store and the instruments described.

Another branch of this co-operative service is the preparation of form letters, and mailing cards and folders which can be sent in series to lists of names. They may be fur-

nished to the retailer for him to mail or sent direct by the manufacturer to lists submitted by the dealer, as conditions may determine.

As all dealers do not conduct their business on the same policy and as the trade in one place or section of the country will be different from that in another, and as competition is stronger with one retailer than another, the manufacturer will often have to adapt his service to fit the individual case. His advertising department therefore should be kept informed by the sales department and by direct correspondence of the circumstances surrounding the dealers that the work of co-operation may be done with the best effect.

Advertising to the Dealer

The immediate link between the manufacturer and the ultimate purchaser of his piano is the dealer—unless, of course, the manufacturer sells direct by mail or exclusively through his own retail organization.

Therefore, it is important that the producer arouse and maintain the dealer's interest by furnishing him with all the news about his instruments. He should advertise to the trade as well as to the public.

As media for this purpose, he has the Trade Journals and the matter he can prepare and mail direct.

Trade journal advertising as conducted by most piano makers represents the utmost limit of inefficiency. Perhaps this is because many manufacturers regard these publications as barnacles on the business, and patronize them

because of fear that adverse editorial comment will be made if advertising contracts are not forthcoming. Whether that be the case or not, the space bought might as well be filled with good copy as with inferior. And yet this idea does not seem to have struck many of the piano makers. Most of them seem to be satisfied with running business cards in the trade journals. Simply the names and addresses, which of course having no news interest to the dealer, could just as well be omitted as no loss of business from their disappearance would result.

Now the dealer is interested in the selling qualities of a piano and in any information regarding its success among the trade in general. This gives us the key to advertising which will appeal to the man who buys instruments for the purpose of selling them. The manufacturer should present the selling points of his pianos, he should give illustrations showing what they look like and furnish the trade journals with items regarding the notable sales of his pianos. If a musical college has been equipped with these instruments, if some well-known musician has bought one, if the school board of an important city has selected them, the news should be printed and the trade publications will be glad to run it.

Selling talks, information about new features, and news of trade interest to the dealer, are what will make him think that he should get the agency for a piano. He must be convinced that it is one he can readily sell.

In the mails, the manufacturer has what is probably the most efficient means for reaching the dealer. He can make



IT is worth while for the dealer, once in awhile, to try to chart out the channel ahead, to consider seriously tendencies—and to profit by his conclusions. There is one plain conclusion at which he is bound to arrive. It is this: **THAT QUALITY IS THE ONLY REAL FOUNDATION UPON WHICH TO BUILD UP A PROSPEROUS BUSINESS.**

It is possible, of course, by schemes and “get-rich-quick” plans—that have been the literal curse of the piano trade—to prosper for a time; but we doubt if there is one piano dealer *who intends to remain permanently in business* who is glad to have followed such practices.

QUALITY is necessary in any business, and especially in the piano business. The dealer who reaches this conclusion should certainly be interested in the **LAUTER** products, which are meant for people of discriminating taste, which are meant for the dealer who dislikes to sell goods that he cannot personally approve.

If you would have pianos at moderate cost, and, at the same time, exquisitely beautiful quality, you will be interested in the **LAUTER-HUMANA** (player), **LAUTER GRAND PIANOS** and **LAUTER UPRIGHT PIANOS**. We furnish fullest details on request.

1911 is just beginning. There is no better time than **NOW**. By all means, write us *to-day*.

LAUTER CO.

Newark, New Jersey

An Attractive Cut and Good Copy Showing Intelligent Use of Trade Journal Space.

a list of retailers and place on the desk of every one of them the matter he wants read. By means of letters, circulars, and other forms of direct advertising he can keep the trade informed on the matters to which he wishes to call their particular attention, and if his copy is properly written and of attractive appearance, it will be received with interest.

Advertising of this kind should of course have the same general character as that used in the trade journals. It should take the point of view of the dealer—the man who is to sell the instruments.

A magazine advertising campaign should by all means be announced in advance to the trade by means of circulars reproducing the opening advertisements and containing an argument to show the advantage to the dealer of this form of publicity, and giving reasons why he should have the advertised instrument on his floors. And the opening announcement should be followed monthly by others with reproductions of the advertisements to follow.

RETAIL PIANO ADVERTISING

Notice the advertisements of pianos as they appear in the newspapers. To form a fair judgment of the advertising and of the houses which address the public take the papers of several cities and read the “copy” which is sent out for a month or two.

Then investigate the actual selling methods of the concerns in which you are interested. Ascertain the kind of pianos carried by each, observe carefully how these instruments are described in the advertisements and "get a line" on the talk given to customers by salesmen.

By making such an analysis as this you will find that piano dealers may be divided into two general classes according to the methods by which they advertise and sell their goods.

In one class you will place those whose principal inducement to buyers is the quality and worth of the instruments offered. A dealer in this division strives to maintain his business and to dispose of his stock to good advantage by creating confidence in the minds of the public—confidence in his pianos and confidence in his own integrity. He is concerned first with establishing a credit for his store on the idea that the better class of people will prefer to deal at a place where they believe they can get reliable pianos at fair prices rather than at a store which dangles bargains, gifts and premiums before their eyes.

This dealer feels that a business founded on this policy will suffer less from fluctuations than that which depends upon "side offers" and that better average conditions will obtain for it although it may not at any given time make the same number of sales.

The dealer working on these principles will as a rule carry high grade instruments with which he can fully back up his advertised statements. He may also have pianos of the cheaper grades but he will describe and sell them for

exactly what they are. He will conduct both his publicity and selling operations so that purchasers may know just what they are getting.

Even if these methods are not followed exactly to the letter of the principle, we still can distinguish a house following this general policy from the class which I shall describe in a moment.

It is this kind of a concern through which the manufacturer of high class pianos who aims to establish the reputation and value of his products can dispose of his instruments to the best advantage.

Opposed to the retailers which have just been mentioned are those who appeal to the bargain instincts of prospective buyers. They may talk with much emphasis on the quality of the pianos they offer, but price is the main inducement.

While the dealers of our first class argue for quality and give reasons why purchasers should be willing to pay the price asked for a certain piano, those in this second class would leave one to believe that such a figure is too high and that they can give as good or better instruments for less money. Of course, their prices may be lower on the average and still be all their pianos are worth—and more. But if people can be induced to buy, the object is accomplished.

It is dealers of this class who persistently publish guessing contests, coupon schemes, rebus advertisements, gift offers, and other propositions to work on that phase of human nature to which “something for nothing” is attractive.

A house committed to this policy naturally requires the more or less constant stimulation of some scheme proposition to keep up the sales volume. As one scheme becomes worked out another must be substituted, or the income will drop to the level of that which can normally be expected by a concern operating on the basis not of quality and value giving, but of cut-price offerings. It has not the support of a prestige gained by advertising and sales methods which make prices consistent with the merits of the instruments sold.

It is this class of dealers and certain mail order houses through which makers of stencil and other low-grade instruments find a market for their pianos.

Copy and Specific Retail Advertising Methods

As I stated in the introduction to this article, advertising should be an expression of the selling policy of the house—because advertising which creates the interest and demand and the salesman who closes the transaction must be inspired by similar motives—they must work in harmony.

If a dealer decides to make low prices his principal talking point, or if he decides to offer premiums as inducements to buyers, he must shape his copy differently from that of the concern which conducts its business on regular, conservative lines. Prices or the premium proposition will be the features upon which he will lay stress.

On the other hand, as we have seen, the dealer who advertises pianos of the higher grades must emphasize their value and show that they are worth the prices he asks. Their cost to him makes it impossible to enter into price competition with "stencils" and other cheap instruments, even if he were so inclined—and the keynote of his copy must be value, service, permanence, and demonstrated quality.

Of course the dealer who carries and advertises expensive instruments will also have less costly ones and he will still talk value when he advertises these. He will show that they are the best **for the price**.

He can't do better than to make his advertisements forceful "sales talks," sane, logical and convincing—using much the same kind of arguments he presents when he is actually demonstrating a piano to a customer.

A sales talk should of course be specific. It should give facts and reasons which will convince the buyer. It should show the value claimed is genuine and it should create interest and a desire on the part of the reader at least to see the instrument advertised before any other is purchased.

To make this point plain, contrast these two statements taken from retail advertisements.

One dealer says:

"Buy your pianos at the oldest store in the city where you can find wonderful values in the best instruments the greatest manufacturers ever built. Prices as low as can be made on pianos of such splendid merit."

Which is mere slush.

Another says:

"Very special values are found in the Conover Pianos which we have just received. Their tone qualities are so fine that two of them have been bought by the Conservatory of Music. The cases are in several styles—some plain, others with artistic carving. They are furnished in three woods—mahogany, walnut and oak—and in either the dull or glossy finish. We have six of them left. Priced at \$450 to \$475. Easy terms arranged for purchasers."

The latter gives a description from which the reader obtains a definite idea of the pianos and an impression of their worth.

A specific statement bears upon its face the stamp of sincerity and honest intention, because the man who makes it commits himself to a definite proposition.

Of course, there are dealers who, understanding the importance of advertising of this kind utilize it to attract buyers and then fail to "deliver the goods." But a house following this method will eventually have as its patrons, only those who are too dense to discover its methods or who cannot see the difference between good and inferior pianos.

The dealer who not only gives accurate descriptions of the instruments he sells but who also offers information and suggestions to the reader has a further means for creating belief in the merits of his offerings.

To illustrate: Many people think that any kind of a piano is good enough for a child to "learn on." But every competent music teacher knows that the ear can be properly educated only with a good piano—one of fine tone



Ask any competent music teacher what influence the tone of a piano has upon the work of a student and you will be told that it is one of the *very important factors*.

And yet there are hundreds of people daily buying inferior instruments because the prices are a little lower than those asked for pianos of real merit.

If you get a piano—whether you buy it here or somewhere else—get a *good* one, or save your money. There is no economy in choosing an instrument simply because it is cheap. In fact, it is extravagance to spend *any* sum for a piano which is useful only “for show.”

We emphasize this statement because we give particular attention to the musical character of the instruments we sell. Every piano on our floors is intended for playing—not merely to serve as a piece of furniture—and for that reason we give our patrons the actual worth of their money.

When you are ready to purchase call and examine the *Mason & Hamlin*, *Conover*, *Cable*, *Kingsbury*, *Wellington* and the *Inner-Player* Pianos. You will find them all honestly made—material, construction, design and tone proving our purpose to give full value for the prices asked.

Our one price system and our monthly payment plan add to the attractive features of the service we offer and make your interests identical with ours.

Your next trip among the stores should include a visit here.

Cable Piano Company

Wabash and Jackson

One of a Series of Educational Retail Advertisements.



You may say that you do not need a piano. If you do not need recreation, entertainment and rest from the day's work—if you care nothing for an intimate knowledge of the musical masterpieces, if you have no favorite pieces to play—then perhaps you do not need a piano.

But if there is only *one* of these things that will help you to get more out of life than you are getting now, there is a real, an actual, necessity for a good instrument in your home.

You may have other means at your command to occupy your leisure and social hours, but none of them is a substitute for music—none can absolutely take its place.

The fact is that *you do need a piano*—you need it fully as much as you need many other things which you regard as essential to your comfort.

Why, then, do you not call at our warerooms and select an instrument from the great collection which we have here?

Mason & Hamlin, Conover, Cable, Kingsbury, Wellington and INNER-PLAYER Pianos are all ready for your critical examination.

You will like these instruments, you will like our service, and you will find our prices and terms decidedly satisfactory.

Cable Piano Company

Wabash and Jackson

An Advertisement with "Human Interest."

quality. The advertiser who will make this fact the subject of a piece of copy will certainly give a helpful idea to parents who are ambitious to give their children the proper beginning in musical study. And what is more natural than for them to have a favorable impression of the concern which has given them such information.

Again there are many people who like music but who do not play the piano. The "player piano" is the logical instrument for them and here is a typical chance for suggestive advertising.

"How will you pass this evening?" asks a dealer in an advertisement. "Can you make it more enjoyable with good music?" And then he tells how easy it is to play any selection with one of these instruments, how it rests the tired business man and makes entertainment for the family. He leads up to the selling proposition by means of a talk which shows attractively how this type of a piano can be used to advantage and of course emphasizes the special merits of the one he sells.

In such advertisements as I have just described there is an opportunity to introduce the element of human interest—to appeal to the sentiments which are inherent in everybody and through these sentiments to arouse the desire to have a piano like the one described.

Advertising which does not create desire falls short in a vital point. Merely to publish a business card or a price list would be sufficient to inform people who have decided to buy, where they can find the article they want.

But the merchant who wants to see his business develop

to greater volume knows that he must show the desirability of his goods to those who may never have thought seriously of purchasing such things.

And it is naturally the advertisement which has the interest producing element and which offers suggestions and ideas new to many readers which will be the most efficient in making a larger market for the dealer.

And even the best advertising, to be effective, must be continuous—not spasmodic, for it is continuous advertising which keeps people always reminded of an article or a concern and which creates the “cumulative effect” that is so important in making a permanent impression.

That principle applies particularly in the case of the dealer who conducts his business on the “quality and value” basis—not by startling offers of cut prices and premium schemes.

The dealer who advertises has at his command as media, the newspapers, the street cars and the bill boards; also the mails through which he can send direct to prospective buyers announcements of new instruments received, special offers, circulars on sales, and any other information which may be of interest.

Of course, every intelligent dealer keeps a card index of his “active prospects,” but to this should be added a list of people in the city and surrounding rural districts who may be regarded as possible future buyers. Such a list may be made up by direct canvass, from directories, from newspaper “locals” and in other ways which often will suggest



Drive the care of the day from your mind. Exercise some other part of your brain than that which deals with profits and losses. You'll be fresher and work better if you forget for awhile the grind and the necessity for making more money.

You can't do better than to get an *INNER-PLAYER* Piano—the instrument that makes a musician of you at once. Half an hour spent in playing your favorite music would give you a mental rest you would enjoy.

You don't have to study and drudge at practice to play one of these pianos—and you can produce results—you can obtain the most pleasing effects.

Try it. The next time you are near our salesrooms, come in. Ask to see these *INNER-PLAYER* Pianos. Ask to play one of them. Then think of the recreation you could have by placing such an instrument in your home.

You can suit your own ideas of design, wood and finish, for we have various styles for you to choose from, while our prices and terms are decidedly to your advantage.

If you have a piano you can exchange it as part payment.

If you have a player-piano you should see our library of music rolls. All the new and popular selections are constantly kept in stock and instruments are provided for trying them.

Cable Piano Company

Wabash and Jackson

An Advertisement Where Argument Is Deliberately Featured.

Today---this is a player-piano store. The very air hereabouts is permeated with the desirability of the player piano.

If this whole store were given over to player-pianos there could be no more enthusiasm than is now shown to this pleasurable instrument.



Everyone here talks and lives player-pianos.

Everyone here plays the player-piano. It's contagious.

But it's not to be wondered at.

There are on our floors today upwards of 200 player-pianos.

Knabe — Angelus — Emerson Angelus and Angelus pianos—dozens of them.

Hardman Autotones—dozens of them. (One style the right size for small apartments and bachelors' dens.)

W. F. Frederick Autotones—the superb instruments we are introducing at 585 dollars—15 dollars a month for 39 months.

Then there is the Grand Old *Chickering* with the Electrelle built upon the inside.

The *Haines-Bros.* with its great flexible hammer-rail player. And the *Conover* and *Kingsbury Inner-players.* And the *Ludwig* and the *Estey*—both with players on the inside.

Then the matchless 88-note player-piano we are selling at 444 dollars; three hundred of them, worth 550 dollars each at 444 dollars—12 dollars a month.

No other piano store in all the world shows anywhere near such numbers or anywhere near so many styles.

The many styles have so many advantages. You can hear, see and play them, side by side—and learn for yourself just what individual merits each possess.

W. F. Frederick Piano Co.
635-637 SMITHFIELD STREET

A "Newsy" Advertisement.

themselves. It may be divided according to the occupations or financial standing of the people, so that each class can be circularized consistently. It should, of course, be revised from time to time to eliminate the hopeless cases.

Some Phases of Competition

There is plenty of "cut price" competition in the piano business, some of it offering genuine values, but much of it being in the form of deceptive devices to mislead the buyer into thinking he is getting his money's worth when he is not, while other forms are simply shrewd propositions to get the "prospect" to the buying point.

Here are a few examples of methods commonly employed:

The use of "stool pigeons" is a familiar means adopted by concerns which carry inferior pianos and under the guise of having instruments of quality, sell the low grade ones at more than their real value. Such houses as this will take in exchange several old pianos of standard makes and advertise them at attractive prices. The consumer who responds is informed, however, that these are second hand and is induced if possible, to select from the regular stock.

Then there is the dealer who makes a "play" through a long term "free trial" proposition, to inspire confidence in the piano he offers. His ten, fifteen, or twenty-five year "free trial" may, after the customer has decided to buy, be

shown to mean only that he "guarantees" the instrument for that term. It must be paid for according to the terms of the contract—his warranty meaning only replacement or repair if faulty workmanship develops.

A "free trial for a year" is shown when the "cover is off," to be a proposition by which the buyer pays a specified sum—usually three or five dollars per month for that period. So that if the instrument is returned, the dealer has received a fair rental for it.

Another "free trial" scheme is that by which the purchaser is given the privilege of exchanging the piano selected for another one within the specified time—but if such exchange is demanded the price of the new instrument is made enough higher than its fair retail price to compensate the dealer for the depreciation in value of the one returned. The customer must pay for the service he has had, even though his understanding may have been to the contrary.

The "special sale" may offer large discounts, but the prices may also have been raised so that the "sale price" is little if any lower than the actual worth of the instruments.

"Buy direct from the factory and save middle-men's profits" is the slogan of certain dealers who sell under the title of "factory representatives" but whose prices are wonderfully near to those regularly asked for the same pianos by all other retailers.

"Scheme" Advertising

Various advertising schemes used in the piano business show that a knowledge of human nature is not lacking in those engaged in this industry.

The "club plan" is announced in advertisements which state that the dealer has bought for cash a certain number of pianos. The price of these pianos if sold in the usual way would be, say \$360. But it has been decided to give the public the benefit of the large discount obtained by this purchase. Join the club and you can get one of these fine instruments for \$263.00 on easy payments.

The "postal card contest" is widely advertised as an opportunity for some person to get a piano **free** and for other contestants to obtain certificates good to apply on the purchase of any piano in the store if presented by a specified time. The contestant who writes a certain sentence on an ordinary postal card the greatest number of times wins the piano. The others are given certificates varying in denomination from \$10.00 to \$100.00 and are followed up by letters urging them to make selections while the certificate is valid.

The game waxes lively when competitors of the dealer who is operating the contest advertise that they will "accept at face value" all certificates of other dealers to apply on purchases at their stores.

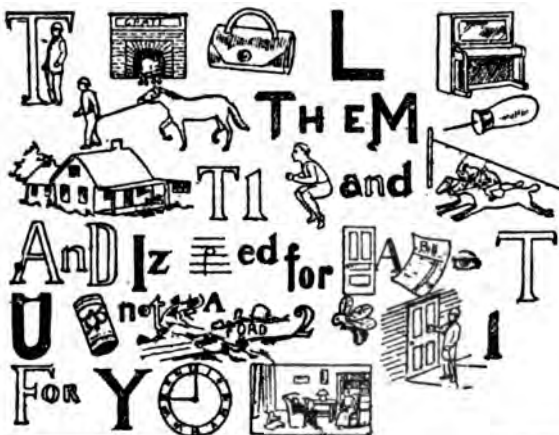
"Puzzle" and "rebus" advertisements are also used to offer rewards for "skill in solving them."

Naturally the pianos sold by the methods I have just described are the cheap, "commercial" instruments, and

FREE First Prize \$375 Piano

SECOND PRIZE—\$225 CREDIT on the purchase of a new Piano
SEVENTY-FIVE NEXT BEST ANSWERS—CREDIT for \$175 on the purchase of a new Piano.
ONE HUNDRED NEXT BEST ANSWERS—CREDIT for \$125 on the purchase of a new Piano.
ALL OTHER ANSWERS—CREDIT for \$75 on the purchase of a new Piano.

SOLVE THIS REBUS



CONDITIONS—Only one answer allowed from the same family. No one engaged in the piano business or working for a piano firm will be allowed to enter this contest. Send in your answer on this or a separate sheet of paper. All answers must be in by JANUARY 5th, 1911.

The prizes mentioned above will be awarded according to the neatness of correct answers. Judges will be selected from the different newspapers of the city to decide who are the winners of these prizes. Send answers to

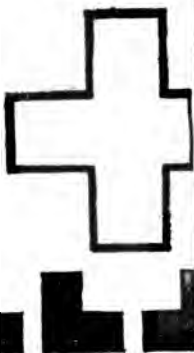
I. S. PURCELL, No. 7 Western Ave., Chicago, Ill.

FREE \$400 Pi

The Christmas

VALUABLE PRIZE

Cut out the six black forms and try to fit them into the large white cross.



For the neatest correct solution we will give, **ABSOLUTELY FREE**, a \$100 PIANO, with stool and scarf. For the second neatest correct solution we will give, absolutely free, a \$200 Piano Certificate; for the third a \$125 Piano Certificate, for the fourth a \$75 Piano Certificate. To all others sending a correct solution we will give a Purchasing Bond which will be accepted the same as cash on any Piano purchased from us. We will also give to each, absolutely free of charge, a Music Book containing 50 standard songs.

Winners will be notified by mail. Write your name and address plainly and send your answer to-day. Answers must be in or before Monday, Dec. 12th. Send answers to.

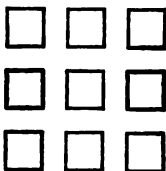
Schonemann Piano

Steinway Hall—17 E. Va

Between Wabash and MI

\$5000 WORTH OF VALUABLE PRIZES GIVEN FREE

CAN YOU SOLVE IT?



Take any number from one to fourteen inclusive. Do not use any number more than twice. Place one number in each of nine squares so that when they are added perpendicularly or horizontally, the total will make 27.

your answer at once, on this or a separate sheet of paper, to

I. S. PURCELL

FACTORY TO HOME PIANO MAN

Dept. Q. No. 8 Western Avenue, CHICAGO, ILL.

Every one sending an answer to this puzzle will get a prize. The prizes range in value to piano buyers from \$50 to \$175; the nearer correct the answer the more valuable the prize.

SEND IN YOUR ANSWER. YOU MAY GET THE HIGHEST PRIZE

Only one answer allowed from the same family. I am offering these prizes in order to introduce and advertise the high-grade Purcell pianos. I will send you the prize you win, with full particulars. Send in

Typical Specimens of Puzzle Advertisements.

such offers appeal of course only to those whose sense of judgment is limited. That many pianos are sold by means of this kind of advertising is a fact. But that the dealer who conducts his business on this basis cannot acquire the firmly established reputation which enables a house to carry high class instruments and get fair prices for them, is another fact.

CONCLUDING REMARKS

From what has gone before we have seen that successful piano advertising can give good instruments a certain position apart from the rabble of stencil and other inferior pianos, which are disposed of only through deception as to their worth, by the inducement of low prices, or by means of various schemes, some of which have been described.

But another point I wish also to emphasize again, and that is, that the advertising to be most effective must be backed by an efficient sales organization which understands and is in sympathy with the advertising policy of the house—and that statement applies both to the manufacturer and the dealer.

Co-operation—"team work"—is one of the big factors in making a campaign successful. Each element, strong as it may be of itself, is stronger when it has the active, enthusiastic support of the other parts of the system by which an article is passed from producer to consumer.

PART V

ADVERTISING MEN'S WEAR

By HERBERT J. CONHAIM

Advertising Manager, The Hub, Chicago

There seems to be a general impression abroad that men's wear advertising must differ radically from the advertising written to promote the sales of women's wear. While this may be true of the advertisement when completed and ready for publication, it is equally true that the same fundamental principles stimulate the writing of both varieties of publicity. Vanity, ambition, self-respect and other appeals that enter into the advertising of things to wear are not confined solely to women; they are a part of every masculine make-up. The language used, the descriptions and the price arguments must necessarily differ, but in all other respects the principles are identical.

In my opinion, the very best sort of men's wear advertising is the kind that doesn't advertise men's wear. This is not as paradoxical as it seems. What I want to convey is, that the most effective sort of men's wear advertising doesn't indulge in technical descriptions, "all-wool" allusions, or illusions, as they often are, cataloguing of fabrics,

or other features of a kindred nature. Every buyer of clothing isn't a clothing buyer in the sense of knowledge. He wants a fabric that wears rather than a "worsted," a fabric that doesn't shine rather than a "cheviot"—in other words, he wants things told of in the light of his own desires and experiences rather than in the terms of the weaver, the designer and the tailor. Once or twice or three times a year he hies himself to a clothier and buys clothes; the other three hundred and sixty-three or four or five days he wears them. Isn't it reasonable to suppose that the best way of reaching him is in the terms of wear and appearance that are uppermost in his mind?

I venture to say that more clothing sales have been made by telling a man, "This is a fabric that will **wear**," than by saying, "Here's a splendid worsted." Salesmen have "run" bigger books by telling a customer, "Here's a fabric that won't shine," rather than say, "This is a good cheviot." Yet these homely qualities told of in a plain way are features of both cheviots and worsteds. Advertise to a man so he will understand you; think of clothing for what he expects of it and what he wants to avoid in it; talk to him as you would like to be talked to if trade names, weaves, colors, linings, etc., were things of which you knew nothing.

There is perhaps no other thing that a man buys which is so absolutely personal as his apparel. Therefore, the personal touch is a necessary feature of effective men's-wear copy. Human interest is the best interest in the world to

JUST before Easter, when you are getting ready to look your smartest; when you want clothes that are exactly right, as part of the general clothes parade, here's something for you to think over before you buy.

You know there's a good deal being said about quality in clothes; we say a good deal about it ourselves; because it's one of the things we specialize in; the assurance of good quality is a distinguishing characteristic of this store; good clothes and nothing else. It's the "nothing else" that makes us different.

But there's a good deal to say about style here; style that has individuality, that has distinction, style that nobody else can show. We search the style-centers of the world for fashions that are attractive; we know where to go, we know what to choose; we know that as a style exposition this store stands unique among all the clothing stores in the country. The best fashion ideas of London, Paris, Berlin and America are here at your command; we have the organization to get them together, and to distribute them; we'll show you everything worth seeing.



Our prices represent the value in the goods—materials, tailoring; we charge you a fair price for quality; the style advantages are free.

New late ideas in suits and overcoats

You'll find on our second floor the greatest display of fancy weave suits you ever saw; imported and domestic weaves in all the latest colors and patterns.

The third floor is given to blue and black suits; new models and style-ideas. If you're going to have a frock coat for Easter, here's the place for it.

Young men's clothes on the 4th floor. The smart, lively new things that young men want. Not too flashy, not too sedate; there's a "happy medium," and we know where it lies.

Overcoats on the 6th floor; the season offers many innovations in new-styles in Spring overcoats.

See the new English models in sack suits; coats made without padding; see the new Shopvacuum for young men; the new Raglan overcoat, the button-through, the Varsity.

Suits and overcoats, \$15, \$18, \$20; \$25, \$30, \$35, \$40, \$50.

Great display of fine clothes for boys

As a rule, parents like to see the boys newly dressed for Easter. For the confirmation class, particularly, dressy new suits are considered almost necessary.

Come with your boy to our 4th floor; see the great stock of fine goods, blue serges, dark mixtures, fine worsteds. Single and double breasted and Norfolk styles; some very special values at \$10. We have many others from \$5 up to \$20.

Complete showing of Hart Schaffner & Marx clothes

This store is the recognized headquarters for the superior product of these greatest clothes-makers. The best style ideas, the finest fabrics in the world, the most expert, thorough hand-tailoring, the fitting excellence, represented in these fine garments make them unexcelled in the whole field of good clothes.

Suits and overcoats, \$15, \$18, \$20, \$25, \$30, \$35, \$40, \$50.

If You Want a Good Suit at \$15

You can do unusually well here with \$15 in buying a suit; as well as you'd expect to do with \$20 in most places. We just put the extra value into the clothes while keeping the price at \$15. We like to do it that way. Hundreds of weaves, all colors and patterns, all sizes, styles for men & young men; all wool pure worsteds, \$15.

OUR hat-man says he sells the best hat for \$3 that ever was made; and we think he's right. It's the M-L-R Croft Special, and there's more than \$3 worth of quality and style in it. If you want to pay \$4 here's Knapp-Pick; or De Leon at \$6. We're headquarters for Sisson's hats, \$3.50 to \$12. The Sisson Special at \$5 is very exceptional value. English, French, Italian, Austrian hats, \$4, \$6, \$8.

YOU certainly want new underwear for Easter; and you'll certainly want some of these very beautiful things we have here. We'd especially like to have you see some new French silk, open-end, hand-finished south that we have just received and are selling at \$1. They're exceptional values. M-L-R Manhattan shirts are always best shirts; special values at \$2, others \$1.60 to \$6.

ARE you ready for suit shoes? You're going to want -calfs, oxford, even if you think it's a little chilly for them yet. We've got a great line of fine shoes in all the best leathers, high and low, button and lace, new shapes, special values at \$2.50 and \$4; and our M-L-R Special at \$3. For finest wear Johnston & Murphy bench made, \$7 to \$10.

Maurice L Rothschild

Specialists in good clothes; and nothing else

Southwest corner Jackson and State

Many

The home of Hart Schaffner & Marx clothes

John B. Sisson Hats

Manhattan shirts

Other

Johnston & Murphy shoes

A Splendid Example of the Easy, Conversational Style of Copy, Invitingly Displayed and Bound to Prove Effective—Full Page, Chicago Sunday Tribune.

arouse. An illustration that reflects a human sentiment rather than the pose of a Greek god, and a bit of copy that's conversational rather than cold and professional, are the stronger and more resultful methods. There is a sincere and genuine ring about them that is lamentably absent in other styles.

Reach the Man Through His Environment

One splendid way of reaching a way is through his environment or the environment he would like to be in. A business man likes copy that smacks of business; a society man likes the stage setting of the "four hundred," and all men, whatever their particular sphere or niche, like to be associated with a higher plane than their own. In other words, suggestion is always a splendid men's-wear appeal.

I remember that when I began preparing an advertisement for one of our anniversaries, there was considerable consternation over the revolutionary tactics I employed. Where were the acorns and the oaks, the laurel wreaths and the crowns, the hour-glasses and the scythes? every one asked. I avoided them purposely. They were cold, lifeless, uninteresting. Instead, I told the artist I wanted a good old-fashioned hand-shake of congratulation — something that rang true and evidenced the sincerely congratulatory spirit. The advertisement achieved a splendid success; it appealed to every man; for in every day of our lives we clasp some one warmly by the hand and congratulate him or her for a certain success or anniversary. It was



Open
Saturday
Until 9 P. M.

YOU no doubt have your favorite clothier ; most men have, but that point is immaterial ; sooner or

later you will enroll your name as one of this store's patrons, and for mighty good reasons ; there are no "hurrah" methods here, everything quiet and orderly, and satisfaction assured ; good clothing, good service, and plenty of "personal attention" in the bargain.

Our Purchasing Power Is Sixteen Times as Great as That of the Ordinary Clothing Store

We are manufacturing retailers ; we operate retail establishments in sixteen of the principal cities of the United States ; with a buying capacity of such colossal proportions it does not require the skill of a mathematical genius to figure out *how* we can undersell ; we ask you to visit the store to-morrow ; inspect our great lines of men's and young men's spring suits and overcoats priced up to \$40, noting particularly those displayed at

\$20—\$25—\$30

Our Boys' & Children's Department Occupies the Entire Second Floor

It's a great store for boys, light, commodious, well appointed ; mothers appreciate the many conveniences as well as the splendid values ; boys' suits, 8 to 17, two-piece and Norfolk styles, plain blue or mixed fabrics, underpriced Saturday, at **\$7.50**

Men's athletic underwear, mercerized and nainsook fabrics ; union suits, \$1 ; two-piece garments, fine values, 50c to \$2. Men's French flannel shirts, shown in the most exclusive patterns, priced Saturday, \$3. Roman cross stripe neckwear, very new, very attractive, 15 different shades, 50c.

Our hat department makes a strong appeal to all who seek headwear of the better sort, at moderate prices ; we specially recommend the "Browning." in soft or stiff shapes, at \$3 ; also a complete showing of the J. B. Stetson Co. hats, \$3.50 to \$10.

Browning, King & Co



131 S. State-st.

(Old Bldg. 191-193)

Placing "You" Before "We"—Always the Better and More Personal Way of Writing. A Mighty Strong Argument on Underselling Ability—Chicago Evening American.

common, whole-souled and sincere, and it "turned the trick."

There is an upward trend in men's-wear illustrating that is gratifying. No longer do we see the latter-day Adonis posing affectedly before the camera, but we have, instead, virile, red-blooded men who are doing things. No more do men with faultlessly unwrinkled clothes strut ironically through the advertising pages, shaming us who can't to save our lives get clothes that won't wrinkle; but, instead, we have illustrations with an enjoyably human wrinkle here and there about their make-up. We are resorting to illustrations that are true and accurate, rather than to pictures that arouse desires that cannot be satisfied. Unconsciously, the unwrinkled pose leads a man to expect that he, too, will look that way in the advertiser's clothes. And disappointment of the bitterest kind is the result. I candidly believe that these idealized poses are as much an exaggeration and breach of business ethics as deliberate misrepresentation of value.

A Demand for Finer Copy

With this newer development in illustration comes a demand for a finer kind of copy. Pictures of live men don't go well with dead copy; the personality of the picture must become the personality of the matter. It must fairly bristle with second-person introductions. "We" must give place to "you," and "you" must be written as though the store that publishes the advertisement means every word it says.



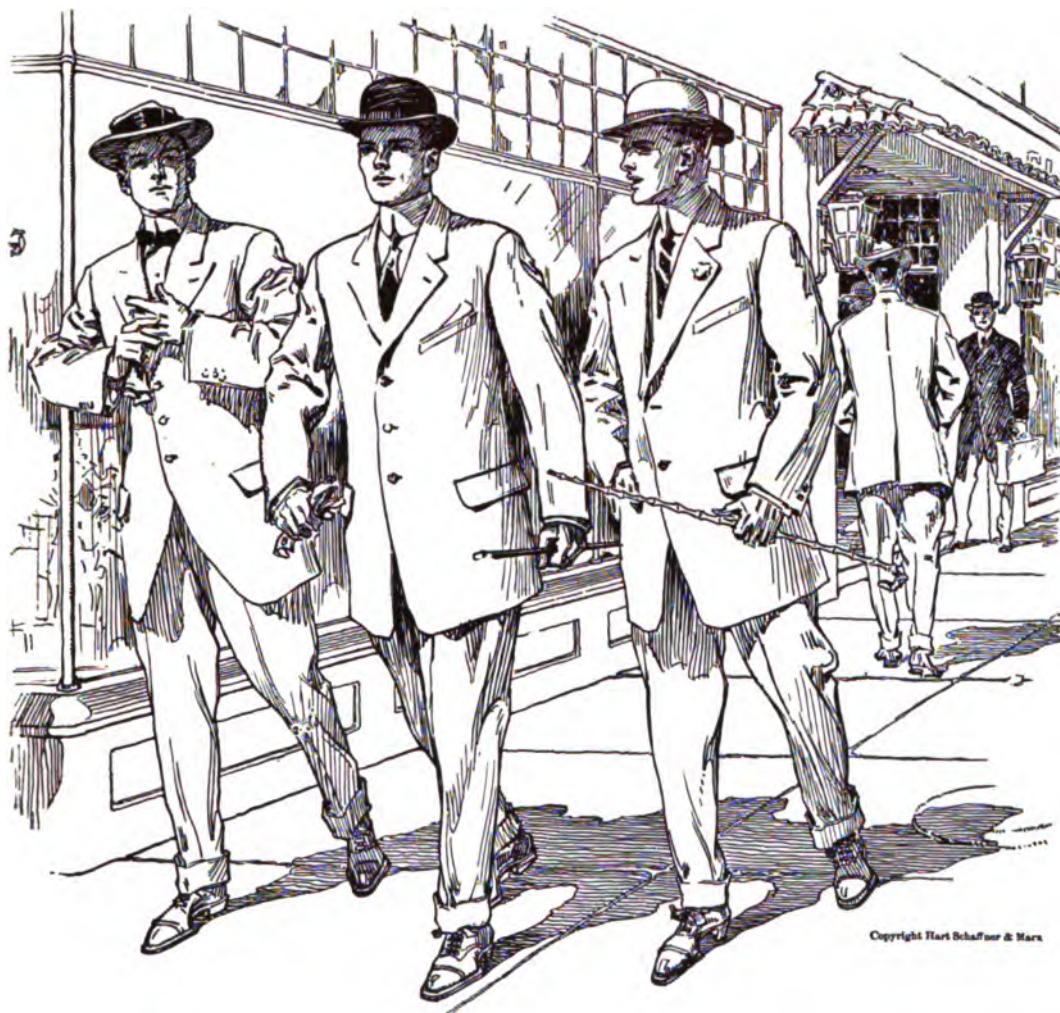
Copyright 1931 Schaffner & Marx

Illustration showing life and action. Courtesy Hart, Schaffner & Marx.

Copy must be, above all things else, sincere and genuine. The public won't believe what the advertiser doesn't believe himself, because the untruth of his argument will be apparent by the insincerity of his language and construction.

The advertiser of men's wear has a certain license not accorded to the advertiser of women's wear. He can incorporate topics of the day into his copy; he can become colloquial, and at times, depending upon his trade, even a bit "slangy." He can have his illustrations as "newsy" as those that appear in the editorial columns, and in this manner relieve the dull monotony of always doing and saying the same thing.

Merchandising policies appeal far more to men than to women. Every man is a merchant of a certain sort, either for himself or his employer. He is interested in "policy talks"; he reads with genuine interest anything that reflects the underlying principles upon which the success of the advertiser is founded. A store whose methods are really clean-cut has an advertising asset of great value. But these policy talks must be more than mere printer's ink. Unless the store is operated in the right way, and is guided by the right principles, don't say that it is; you'll become ridiculous and ludicrous. Put the right policies into effect, and don't say a word about them until they've been operating long enough to become known.



Sample of good illustration for men's clothes advertising. Courtesy Hart, Schaffner & Marx, Chicago.

Style in Men's Wear

Thus far I have neglected saying anything about style in men's wear. Not because it isn't important, but because as the word "style" is generally understood, it is not applicable to men's-wear advertising. The origin and title of a style mean nothing to a man; the cause is of no importance as compared with the effect. If you were to do a little eavesdropping in a big clothing store, you would discover that most men seek fit first and inquire as to service and price afterward. Therefore, it is important to convey in your advertising the assurance of fit either upon try-on or a fit effected by a skilful sort of alteration service. It is also well to touch upon the advantage of seeing a made-up suit on your back rather than gamble upon the possible outcome of goods in the piece. This is an unusually telling argument to direct to men who usually patronize a custom tailor.

The principles of all men's-wear advertising are practically alike, whether the subject be shirts or sox, suits or shoes, overcoats or overalls. A man doesn't become a different man when he buys haberdashery than when he buys clothing. The arguments that convince him on one kind of apparel convince him on another.

Men are very susceptible to anything that smacks of square dealing. In their own field of endeavor they have adjustments to make every day that are founded on the Marshall Field axiom, "the customer is always right."

ENGLISH "Slip-ons" are achieving popularity, because of their splendid merit—they're the first storm coats that are used as well as protective. You'll find here the largest stock in all Chicago, priced \$10.50 to \$30.00.

THE HUB

Henry C. Lytton & Sons

MOTOR apparel which we display on our third floor tells the product of domestic smart alone. London and Paris have been drawn upon, too. You'll find much to interest you in the department on the third floor.

WE wonder if you realize your fullest powers—you're a "season-maker" as much as nature herself is. The first crocus or the first spring robin aren't nearly as important evidences of spring as the first spring suit or the first spring overcoat. We're ready to outfit some 25,000 "season-makers"—outfit them as they would be outfitted. And it makes no difference how precise or exacting their demands may be, we take particular joy in serving the man who refuses to be satisfied with anything short of the attainable best. You're very likely a man of that sort; you wouldn't be reading this advertisement if you weren't. Now then here are the facts:

At \$15, the price the average store slights, we've put in some of our very best "licks." The man who buys a \$15 suit or overcoat here gets a garment that will satisfy from the first day he judges it for style to the last day he judges it for wear. Sizes 33 to 50.

At \$20 you can let your choosing run riot. You aren't hampered by having your choice narrowed down to a few hundred garments. There are a full 5,000 suits and overcoats in our twenty dollar range; not one of them was put there until we were satisfied that it would satisfy you. Sizes 33 to 52.

At \$25 you'll see a display of suits and overcoats that is a fitting demonstration of this store's success. You'll find silk lined garments that satisfy every requirement of the man who isn't usually satisfied unless he pays far more. And with our customary thoroughness, you'll find every size from 33 to 52, stouts, regulars and slims.

At \$30 up to \$50 you'll realize the fallacy of the tailor habit—graphically. You'll find finer fabrics, newer models, handsomer patterns and more pleasing colors than you ever thought possible to secure at the price. But descriptions are so inadequate and inspection so convincing that we advise seeing them, tomorrow if possible. All sizes here too, 33 to 52.

THIS is a young men's store that doesn't believe in showing older men's apparel in young men's sizes. Our young men's stocks are selected with the express purpose of giving young men a clothes individuality of their own. \$10 to \$30.

BECAUSE a man's trousers are but a third of a man's suit, some stores don't give them more than third-rate attention. Not so here; they get all the attention we know how to give them. Men's and young men's trousers, \$3 to \$10.

Bring the Boy Here Saturday and You'll Be Glad You Did

BOYS' and children's suits, 24 to 18 years; the smaller sizes are in Russian, sailor and junior Norfolk, larger sizes in box plait Norfolk and 3 button double breasted models; wool serges, fancy worsteds, cassimeres and chevrons, sewn with silk throughout, at **\$5.00**

BOYS' suits 6 to 18 years, Norfolk and 2 and 3 button double breasted models, blue serges, fancy worsteds, cassimeres and chevrons; several lines have extra trousers, hundreds of suits to select from, Saturday, **\$7.50**

BOYS' suits, 8 to 18 years, Norfolk and double breasted models with center or side vents, long, graceful lapels, strictly hand tailored, finest foreign and domestic fabrics, blue serges and fancy woolsens, at **\$10.00**

BOYS' and children's sweaters and top coats, 24 to 18 years, fine covers, fancy worsteds and Scotch homespun, many to match suits, \$5, \$7.50, \$10, \$12.50, \$15, \$17.50, \$20, \$22.50, \$25, \$27.50, \$30, \$32.50, \$35, \$37.50, \$40, \$42.50, \$45, \$47.50, \$50, \$52.50, \$55, \$57.50, \$60, \$62.50, \$65, \$67.50, \$70, \$72.50, \$75, \$77.50, \$80, \$82.50, \$85, \$87.50, \$90, \$92.50, \$95, \$97.50, \$100, \$102.50, \$105, \$107.50, \$110, \$112.50, \$115, \$117.50, \$120, \$122.50, \$125, \$127.50, \$130, \$132.50, \$135, \$137.50, \$140, \$142.50, \$145, \$147.50, \$150, \$152.50, \$155, \$157.50, \$160, \$162.50, \$165, \$167.50, \$170, \$172.50, \$175, \$177.50, \$180, \$182.50, \$185, \$187.50, \$190, \$192.50, \$195, \$197.50, \$200, \$202.50, \$205, \$207.50, \$210, \$212.50, \$215, \$217.50, \$220, \$222.50, \$225, \$227.50, \$230, \$232.50, \$235, \$237.50, \$240, \$242.50, \$245, \$247.50, \$250, \$252.50, \$255, \$257.50, \$260, \$262.50, \$265, \$267.50, \$270, \$272.50, \$275, \$277.50, \$280, \$282.50, \$285, \$287.50, \$290, \$292.50, \$295, \$297.50, \$300, \$302.50, \$305, \$307.50, \$310, \$312.50, \$315, \$317.50, \$320, \$322.50, \$325, \$327.50, \$330, \$332.50, \$335, \$337.50, \$340, \$342.50, \$345, \$347.50, \$350, \$352.50, \$355, \$357.50, \$360, \$362.50, \$365, \$367.50, \$370, \$372.50, \$375, \$377.50, \$380, \$382.50, \$385, \$387.50, \$390, \$392.50, \$395, \$397.50, \$400, \$402.50, \$405, \$407.50, \$410, \$412.50, \$415, \$417.50, \$420, \$422.50, \$425, \$427.50, \$430, \$432.50, \$435, \$437.50, \$440, \$442.50, \$445, \$447.50, \$450, \$452.50, \$455, \$457.50, \$460, \$462.50, \$465, \$467.50, \$470, \$472.50, \$475, \$477.50, \$480, \$482.50, \$485, \$487.50, \$490, \$492.50, \$495, \$497.50, \$500, \$502.50, \$505, \$507.50, \$510, \$512.50, \$515, \$517.50, \$520, \$522.50, \$525, \$527.50, \$530, \$532.50, \$535, \$537.50, \$540, \$542.50, \$545, \$547.50, \$550, \$552.50, \$555, \$557.50, \$560, \$562.50, \$565, \$567.50, \$570, \$572.50, \$575, \$577.50, \$580, \$582.50, \$585, \$587.50, \$590, \$592.50, \$595, \$597.50, \$600, \$602.50, \$605, \$607.50, \$610, \$612.50, \$615, \$617.50, \$620, \$622.50, \$625, \$627.50, \$630, \$632.50, \$635, \$637.50, \$640, \$642.50, \$645, \$647.50, \$650, \$652.50, \$655, \$657.50, \$660, \$662.50, \$665, \$667.50, \$670, \$672.50, \$675, \$677.50, \$680, \$682.50, \$685, \$687.50, \$690, \$692.50, \$695, \$697.50, \$700, \$702.50, \$705, \$707.50, \$710, \$712.50, \$715, \$717.50, \$720, \$722.50, \$725, \$727.50, \$730, \$732.50, \$735, \$737.50, \$740, \$742.50, \$745, \$747.50, \$750, \$752.50, \$755, \$757.50, \$760, \$762.50, \$765, \$767.50, \$770, \$772.50, \$775, \$777.50, \$780, \$782.50, \$785, \$787.50, \$790, \$792.50, \$795, \$797.50, \$800, \$802.50, \$805, \$807.50, \$810, \$812.50, \$815, \$817.50, \$820, \$822.50, \$825, \$827.50, \$830, \$832.50, \$835, \$837.50, \$840, \$842.50, \$845, \$847.50, \$850, \$852.50, \$855, \$857.50, \$860, \$862.50, \$865, \$867.50, \$870, \$872.50, \$875, \$877.50, \$880, \$882.50, \$885, \$887.50, \$890, \$892.50, \$895, \$897.50, \$900, \$902.50, \$905, \$907.50, \$910, \$912.50, \$915, \$917.50, \$920, \$922.50, \$925, \$927.50, \$930, \$932.50, \$935, \$937.50, \$940, \$942.50, \$945, \$947.50, \$950, \$952.50, \$955, \$957.50, \$960, \$962.50, \$965, \$967.50, \$970, \$972.50, \$975, \$977.50, \$980, \$982.50, \$985, \$987.50, \$990, \$992.50, \$995, \$997.50, \$1000, \$1002.50, \$1005, \$1007.50, \$1010, \$1012.50, \$1015, \$1017.50, \$1020, \$1022.50, \$1025, \$1027.50, \$1030, \$1032.50, \$1035, \$1037.50, \$1040, \$1042.50, \$1045, \$1047.50, \$1050, \$1052.50, \$1055, \$1057.50, \$1060, \$1062.50, \$1065, \$1067.50, \$1070, \$1072.50, \$1075, \$1077.50, \$1080, \$1082.50, \$1085, \$1087.50, \$1090, \$1092.50, \$1095, \$1097.50, \$1100, \$1102.50, \$1105, \$1107.50, \$1110, \$1112.50, \$1115, \$1117.50, \$1120, \$1122.50, \$1125, \$1127.50, \$1130, \$1132.50, \$1135, \$1137.50, \$1140, \$1142.50, \$1145, \$1147.50, \$1150, \$1152.50, \$1155, \$1157.50, \$1160, \$1162.50, \$1165, \$1167.50, \$1170, \$1172.50, \$1175, \$1177.50, \$1180, \$1182.50, \$1185, \$1187.50, \$1190, \$1192.50, \$1195, \$1197.50, \$1200, \$1202.50, \$1205, \$1207.50, \$1210, \$1212.50, \$1215, \$1217.50, \$1220, \$1222.50, \$1225, \$1227.50, \$1230, \$1232.50, \$1235, \$1237.50, \$1240, \$1242.50, \$1245, \$1247.50, \$1250, \$1252.50, \$1255, \$1257.50, \$1260, \$1262.50, \$1265, \$1267.50, \$1270, \$1272.50, \$1275, \$1277.50, \$1280, \$1282.50, \$1285, \$1287.50, \$1290, \$1292.50, \$1295, \$1297.50, \$1300, \$1302.50, \$1305, \$1307.50, \$1310, \$1312.50, \$1315, \$1317.50, \$1320, \$1322.50, \$1325, \$1327.50, \$1330, \$1332.50, \$1335, \$1337.50, \$1340, \$1342.50, \$1345, \$1347.50, \$1350, \$1352.50, \$1355, \$1357.50, \$1360, \$1362.50, \$1365, \$1367.50, \$1370, \$1372.50, \$1375, \$1377.50, \$1380, \$1382.50, \$1385, \$1387.50, \$1390, \$1392.50, \$1395, \$1397.50, \$1400, \$1402.50, \$1405, \$1407.50, \$1410, \$1412.50, \$1415, \$1417.50, \$1420, \$1422.50, \$1425, \$1427.50, \$1430, \$1432.50, \$1435, \$1437.50, \$1440, \$1442.50, \$1445, \$1447.50, \$1450, \$1452.50, \$1455, \$1457.50, \$1460, \$1462.50, \$1465, \$1467.50, \$1470, \$1472.50, \$1475, \$1477.50, \$1480, \$1482.50, \$1485, \$1487.50, \$1490, \$1492.50, \$1495, \$1497.50, \$1500, \$1502.50, \$1505, \$1507.50, \$1510, \$1512.50, \$1515, \$1517.50, \$1520, \$1522.50, \$1525, \$1527.50, \$1530, \$1532.50, \$1535, \$1537.50, \$1540, \$1542.50, \$1545, \$1547.50, \$1550, \$1552.50, \$1555, \$1557.50, \$1560, \$1562.50, \$1565, \$1567.50, \$1570, \$1572.50, \$1575, \$1577.50, \$1580, \$1582.50, \$1585, \$1587.50, \$1590, \$1592.50, \$1595, \$1597.50, \$1600, \$1602.50, \$1605, \$1607.50, \$1610, \$1612.50, \$1615, \$1617.50, \$1620, \$1622.50, \$1625, \$1627.50, \$1630, \$1632.50, \$1635, \$1637.50, \$1640, \$1642.50, \$1645, \$1647.50, \$1650, \$1652.50, \$1655, \$1657.50, \$1660, \$1662.50, \$1665, \$1667.50, \$1670, \$1672.50, \$1675, \$1677.50, \$1680, \$1682.50, \$1685, \$1687.50, \$1690, \$1692.50, \$1695, \$1697.50, \$1700, \$1702.50, \$1705, \$1707.50, \$1710, \$1712.50, \$1715, \$1717.50, \$1720, \$1722.50, \$1725, \$1727.50, \$1730, \$1732.50, \$1735, \$1737.50, \$1740, \$1742.50, \$1745, \$1747.50, \$1750, \$1752.50, \$1755, \$1757.50, \$1760, \$1762.50, \$1765, \$1767.50, \$1770, \$1772.50, \$1775, \$1777.50, \$1780, \$1782.50, \$1785, \$1787.50, \$1790, \$1792.50, \$1795, \$1797.50, \$1800, \$1802.50, \$1805, \$1807.50, \$1810, \$1812.50, \$1815, \$1817.50, \$1820, \$1822.50, \$1825, \$1827.50, \$1830, \$1832.50, \$1835, \$1837.50, \$1840, \$1842.50, \$1845, \$1847.50, \$1850, \$1852.50, \$1855, \$1857.50, \$1860, \$1862.50, \$1865, \$1867.50, \$1870, \$1872.50, \$1875, \$1877.50, \$1880, \$1882.50, \$1885, \$1887.50, \$1890, \$1892.50, \$1895, \$1897.50, \$1900, \$1902.50, \$1905, \$1907.50, \$1910, \$1912.50, \$1915, \$1917.50, \$1920, \$1922.50, \$1925, \$1927.50, \$1930, \$1932.50, \$1935, \$1937.50, \$1940, \$1942.50, \$1945, \$1947.50, \$1950, \$1952.50, \$1955, \$1957.50, \$1960, \$1962.50, \$1965, \$1967.50, \$1970, \$1972.50, \$1975, \$1977.50, \$1980, \$1982.50, \$1985, \$1987.50, \$1990, \$1992.50, \$1995, \$1997.50, \$2000, \$2002.50, \$2005, \$2007.50, \$2010, \$2012.50, \$2015, \$2017.50, \$2020, \$2022.50, \$2025, \$2027.50, \$2030, \$2032.50, \$2035, \$2037.50, \$2040, \$2042.50, \$2045, \$2047.50, \$2050, \$2052.50, \$2055, \$2057.50, \$2060, \$2062.50, \$2065, \$2067.50, \$2070, \$2072.50, \$2075, \$2077.50, \$2080, \$2082.50, \$2085, \$2087.50, \$2090, \$2092.50, \$2095, \$2097.50, \$2100, \$2102.50, \$2105, \$2107.50, \$2110, \$2112.50, \$2115, \$2117.50, \$2120, \$2122.50, \$2125, \$2127.50, \$2130, \$2132.50, \$2135, \$2137.50, \$2140, \$2142.50, \$2145, \$2147.50, \$2150, \$2152.50, \$2155, \$2157.50, \$2160, \$2162.50, \$2165, \$2167.50, \$2170, \$2172.50, \$2175, \$2177.50, \$2180, \$2182.50, \$2185, \$2187.50, \$2190, \$2192.50, \$2195, \$2197.50, \$2200, \$2202.50, \$2205, \$2207.50, \$2210, \$2212.50, \$2215, \$2217.50, \$2220, \$2222.50, \$2225, \$2227.50, \$2230, \$2232.50, \$2235, \$2237.50, \$2240, \$2242.50, \$2245, \$2247.50, \$2250, \$2252.50, \$2255, \$2257.50, \$2260, \$2262.50, \$2265, \$2267.50, \$2270, \$2272.50, \$2275, \$2277.50, \$2280, \$2282.50, \$2285, \$2287.50, \$2290, \$2292.50, \$2295, \$2297.50, \$2300, \$2302.50, \$2305, \$2307.50, \$2310, \$2312.50, \$2315, \$2317.50, \$2320, \$2322.50, \$2325, \$2327.50, \$2330, \$2332.50, \$2335, \$2337.50, \$2340, \$2342.50, \$2345, \$2347.50, \$2350, \$2352.50, \$2355, \$2357.50, \$2360, \$2362.50, \$2365, \$2367.50, \$2370, \$2372.50, \$2375, \$2377.50, \$2380, \$2382.50, \$2385, \$2387.50, \$2390, \$2392.50, \$2395, \$2397.50, \$2400, \$2402.50, \$2405, \$2407.50, \$2410, \$2412.50, \$2415, \$2417.50, \$2420, \$2422.50, \$2425, \$2427.50, \$2430, \$2432.50, \$2435, \$2437.50, \$2440, \$2442.50, \$2445, \$2447.50, \$2450, \$2452.50, \$2455, \$2457.50, \$2460, \$2462.50, \$2465, \$2467.50, \$2470, \$2472.50, \$2475, \$2477.50, \$2480, \$2482.50, \$2485, \$2487.50, \$2490, \$2492.50, \$2495, \$2497.50, \$2500, \$2502.50, \$2505, \$2507.50, \$2510, \$2512.50, \$2515, \$2517.50, \$2520, \$2522.50, \$2525, \$2527.50, \$2530, \$2532.50, \$2535, \$2537.50, \$2540, \$2542.50, \$2545, \$2547.50, \$2550, \$2552.50, \$2555, \$2557.50, \$2560, \$2562.50, \$2565, \$2567.50, \$2570, \$2572.50, \$2575, \$2577.50, \$2580, \$2582.50, \$2585, \$2587.50, \$2590, \$2592.50, \$2595, \$2597.50, \$2600, \$2602.50, \$2605, \$2607.50, \$2610, \$2612.50, \$2615, \$2617.50, \$2620, \$2622.50, \$2625, \$2627.50, \$2630, \$2632.50, \$2635, \$2637.50, \$2640, \$2642.50, \$2645, \$2647.50, \$2650, \$2652.50, \$2655, \$2657.50, \$2660, \$2662.50, \$2665, \$2667.50, \$2670, \$2672.50, \$2675, \$2677.50, \$2680, \$2682.50, \$2685, \$2687.50, \$2690, \$2692.50, \$2695, \$2697.50, \$2700, \$2702.50, \$2705, \$2707.50, \$2710, \$2712.50, \$2715, \$2717.50, \$2720, \$2722.50, \$2725, \$2727.50, \$2730, \$2732.50, \$2735, \$2737.50, \$2740, \$2742.50, \$2745, \$2747.50, \$2750, \$2752.50, \$2755, \$2757.50, \$2760, \$2762.50, \$2765, \$2767.50, \$2770, \$2772.50, \$2775, \$2777.50, \$2780, \$2782.50, \$2785, \$2787.50, \$2790, \$2792.50, \$2795, \$2797.50, \$2800, \$2802.50, \$2805, \$2807.50, \$2810, \$2812.50, \$2815, \$2817.50, \$2820, \$2822.50, \$2825, \$2827.50, \$2830, \$2832.50, \$2835, \$2837.50, \$2840, \$2842.50, \$2845, \$2847.50, \$2850, \$2852.50, \$2855, \$2857.50, \$2860, \$2862.50, \$2865, \$2867.50, \$2870, \$2872.50, \$2875, \$2877.50, \$2880, \$2882.50, \$2885, \$2887.50, \$2890, \$2892.50, \$2895, \$2897.50, \$2900, \$2902.50, \$2905, \$2907.50, \$2910, \$2912.50, \$2915, \$2917.50, \$2920, \$2922.50, \$2925, \$2927.50, \$2930, \$2932.50, \$2935, \$2937.50, \$2940, \$2942.50, \$2945, \$2947.50, \$2950, \$2952.50, \$2955, \$2957.50, \$2960, \$2962.50, \$2965, \$2967.50, \$2970, \$2972.50, \$2975, \$2977.50, \$2980, \$2982.50, \$2985, \$2987.50, \$2990, \$2992.50, \$2995, \$2997.50, \$3000, \$3002.50, \$3005, \$3007.50, \$3010, \$3012.50, \$3015, \$3017.50, \$3020, \$3022.50, \$3025, \$3027.50, \$3030, \$3032.50, \$3035, \$3037.50, \$3040, \$3042.50, \$3045, \$3047.50, \$3050, \$3052.50, \$3055, \$3057.50, \$3060, \$3062.50, \$3065, \$3067.50, \$3070, \$3072.50, \$3075, \$3077.50, \$3080, \$3082.50, \$3085, \$3087.50, \$3090, \$3092.50, \$3095, \$3097.50, \$3100, \$3102.50, \$3105, \$3107.50, \$3110, \$3112.50, \$3115, \$3117.50, \$3120, \$3122.50, \$3125, \$3127.50, \$3130, \$3132.50, \$3135, \$3137.50, \$3140, \$3142.50, \$3145, \$3147.50, \$3150, \$3152.50, \$3155, \$3157.50, \$3160, \$3162.50, \$3165, \$3167.50, \$3170, \$3172.50, \$3175, \$3177.50, \$3180, \$3182.50, \$3185, \$3187.50, \$3190, \$3192.50, \$3195, \$3197.50, \$3200, \$3202.50, \$3205, \$3207.50, \$3210, \$3212.50, \$3215, \$3217.50, \$3220, \$3222.50, \$3225, \$3227.50, \$3230, \$3232.50, \$3235, \$3237.50, \$3240, \$3242.50, \$3245, \$3247.50, \$3250, \$3252.50, \$3255, \$3257.50, \$3260, \$3262.50, \$3265, \$3267.50, \$3270, \$3272.50, \$3275, \$3277.50, \$3280, \$3282.50, \$3285, \$3287.50, \$3290, \$3292.50, \$3295, \$3297.50, \$3300, \$3302.50, \$3305, \$3307.50, \$3310, \$3312.50, \$3315, \$3317.50, \$3320, \$3322.50, \$3325, \$3327.50, \$3330, \$3332.50, \$3335, \$3337.50, \$3340, \$3342.50, \$3345, \$3347.50, \$3350, \$3352.50, \$3355, \$3357.50, \$3360, \$3362.50, \$3365, \$3367.50, \$3370, \$3372.50, \$3375, \$3377.50, \$3380, \$3382.50, \$3385, \$3387.50, \$3390, \$3392.50, \$3395, \$3397.50, \$3400, \$3402.50, \$3405, \$3407.50, \$3410, \$3412.50, \$3415, \$3417.50, \$3420, \$3422.50, \$3425, \$3427.50, \$3430, \$3432.50, \$3435, \$3437.50, \$3440, \$3442.50, \$3445, \$3447.50, \$3450, \$3452.50, \$3455, \$3457.50, \$3460, \$3462.50, \$3465, \$3467.50, \$3470, \$3472.50, \$3475, \$3477.50, \$3480, \$3482.50, \$3485, \$3487.50, \$3490, \$3492.50, \$3495, \$3497.50, \$3500, \$3502.50, \$3505, \$3507.50, \$3510, \$3512.50, \$3515, \$3517.50, \$3520, \$3522.50, \$3525, \$3527.50, \$3530, \$3532.50, \$3535, \$3537.50, \$3540, \$3542.50, \$3545, \$3547.50, \$3550, \$3552.50, \$3555, \$3557.50, \$3560, \$3562.50, \$3565, \$3567.50, \$3570, \$3572.50, \$3575, \$3577.50, \$3580, \$3582.50, \$3585, \$3587.50, \$3590, \$3592.50, \$3595, \$3597.50, \$3600, \$3602.50, \$3605, \$3607.50, \$3610, \$3612.50, \$3615, \$3617.50, \$3620, \$3622.50, \$3625, \$3627.50, \$3630, \$3632.50, \$3635, \$3637.50, \$3640, \$3642.50, \$3645, \$3647.50, \$3650, \$3652.50, \$3655, \$3657.50, \$3660, \$3662.50, \$3665, \$3667.50, \$3670, \$3672.50, \$3675, \$3677.50, \$3680, \$3682.50, \$3685, \$3687.50, \$3690, \$3692.50, \$3695, \$3697.50, \$3700, \$3702.50, \$3705, \$3707.50, \$3710, \$3712.50, \$3715, \$3717.50, \$3720, \$3722.50, \$3725, \$3727.50, \$3730, \$3732.50, \$3735, \$3737.50, \$3740, \$3742.50, \$3745, \$3747.50, \$3750, \$3752.50, \$3755, \$3757.50, \$3760, \$3762.50, \$3765, \$3

Therefore, instill confidence into your copy. Make a man feel as though he is the only customer you have, and that pleasing him is of far more importance than putting his money in the till. Let him feel that you stand back of everything you sell; that you'd rather he wouldn't keep anything that didn't satisfy him. Make him feel that "The only wrongs we cannot right are those we do not know of." I recall an instance of a customer who brought back an overcoat after wearing it for three months, and exhibited with much disgust frayed cuffs and a coat from which the nap had been entirely worn off. "Funny," said the department manager; "that coat was made by X & Z, and they never turn out unreliable clothes." The customer was quick with his reply: "I bought this coat from you, and not from X & Z." That is the essence of the entire proposition. The customer deals with you just the same as you deal with the manufacturers. He looks to you to set things right, just as you look to the manufacturer. There is a bond between him and you, and you are responsible for its equitable fulfillment. The advertising must never shirk this responsibility, and the advertising department must exert every effort to prevent any one in the store from doing so.

The Calamity Howl of Bargains

Personally, I have never been an advocate of special sales except in such seasons as they are absolutely necessary to effect stock clearance. It wasn't so very long ago

that a subscriber of the Philadelphia North American wrote plaintively to the query editor and inquired as to whether or not there wasn't some store in Philadelphia "where I can pay full price for a suit of clothes." The bargain shout palls on the public, and with each lessening of its influence comes a frenzied misrepresentation on the part of the advertiser until no one pays any attention to his publicity, and he is ranged among the "might-have-beens." Unless a merchant sells nothing but \$10 and \$15 clothes, he is not obliged to resort to "sales stunts." A man would rather feel that he is paying \$20 and getting neither more nor less than \$20 value than be hoodwinked into believing that he is getting \$10 more in value than he is paying for. No merchant is philanthropic enough to continually be selling clothing for less than it is worth, and "sample lines," "overstocks," "bankrupt stocks," etc., ad infinitum, are not to be secured in one-fiftieth as many instances as they are advertised. And P. T. Barnum to the contrary notwithstanding, the public does **not** like to be fooled—at least, not more than once.

To sum up, men's-wear advertising should be sincere, genuine and human. It must appeal to a man's self-respect, ambition and vanity. It must be illustrated with pictures of men in action rather than by Beau Brummels at ease. It must be virile rather than sterile, personal rather than impersonal, confidence-raising rather than confidence-razing. No other field of retail advertising offers such a splendid field for the man who believes in clean advertising. No other field of retail advertising is so thoroughly

Chicago's largest display of exclusive men's apparel on our 3d floor

THE HUB

Henry Lytton & Sons

English "Slip-ons" in limitless assortments are displayed on our 3d floor



YOU know this store as a "pennant winner," we've been heading the "first division" for a good many years; we've been "first" in style, "first" in quality and "first" in service. You know, too, how essential "team work" is. We have enlisted the services of all of the Nation's best designers, rather than depend upon a single maker. We have been "playing the game" in a clean, thorough, conservative way—the way you like. We've always realized we served ourselves best by serving you best, your satisfaction has ever been our goal. We're going to carry off this year's clothing pennant, too.

NOTHING that ought to be embodied in good clothes has been "sacrificed" in our \$12 and \$15 lines of suits and overcoats for men and young men. You'll notice, when you see them, that they're tailored and styled as you want them, and fashioned from fabrics that are thoroughly good. A size for every man.

YOU'LL "play safe" on our \$20 lines of suits and overcoats, too. In fact, if your need is an overcoat, you can get a \$25.00 or \$27.50 model at this price now—broken assortments developed by a tremendous Easter business. Some of the suits are the soft rolling lapel English effects, without padding.

WE'VE "stolen" a base on all clothiers in our \$25 suits and overcoats. You'll marvel at them, and delight in choosing from the English and the more conservative models we're showing. They're an achievement based on experience—it took us a full twenty-four years to do anything as good as this.

OUR higher priced displays, those at \$30, \$35, \$40, \$45 and \$50, are splendid; we know you'll like them. And you'll realize when you see them how much easier and more satisfactory it is to see made-up garments on your back than to gamble on the possible outcome of goods in the piece. The best fabrics that looms produce.

YOU younger men and youths would really be conferring a favor upon yourselves by personally seeing just how much we've done for you. Here we don't try to make you old before your time, nor younger than your dignity demands. We've striven to outfit your particular "age of man" in the right way. Youth's suits and overcoats on the second floor, \$10 to \$30.

YOU'LL notice quite a change in trouser styles this season, extreme peg tops seem to be waning. But a lot of men don't like to be the first to wear the newer things, so we've made our displays contain both the regular styles and the new ones. Our showings rise in easy stages from \$3 to \$10, with a remarkably fine lot of trousers priced at \$5. On the Third Floor.

Haberdashery

THERE'S plenty of "dash" about it but very little noise; you as a good dresser don't admire "loud" stuff, anyway. Want to tell you about soft turnback cuff shirts with detachable soft collars. Wear a white linen collar with them or the soft collar, as you prefer. Silk ones at \$3, \$4 and \$3.50, mercerized ones at \$1 and \$1.50, madras & chambray models at \$1.50 & \$1. We're going to feature specially, to-morrow, some mighty fine plaid shirts with starched cuffs, at \$1.50. We've a treat in store for silk hose wearers, a real thread silk half hose, with re-enforced heels and toes, all colors, 50c; 6 pair for \$2.75. Silk and hose with ties, \$1.00; madras and cheviot ones, 50c; white ones, 25c.

In the Boys' Department on the 4th Floor

CHILDREN'S suits and reefers, 2 to 10 years. Suits in sailor and Russian styles, with waist, byron and military collars. Fine serge, fancy overalls and cambray overalls, with neat emblems on sleeve to match suit, to-morrow at \$5.00

CHILDREN'S wash suits, 3 to 10 years. Exclusive designs in foreign and domestic fabrics, made by best manufacturers. \$1 to \$2.50 & up to \$7.50

BOYS' and youths' hats, the best hat maker we've shown us many a day—30 different kinds in fedoras and tanger styles. Knit, \$1.50. Unlined, \$2.50. Lined, \$3.00. \$2.50 and \$3.00, to-morrow.

BOYS' suits, 8 to 10 years. 20 Norfolk and 2 and 2 button double breasted models with full long not lapels. Made from plain serge, fancy blue and brown striped worsteds, homespun, cambray & cheviot, priced at \$8.75

CHILDREN'S suits, 3 to 10 years. Finest pure wool fancy worsteds, velvets and cambray, sailor or Russian style. Handmade trim. \$2.50. \$2.50 and up to \$7.50

BOYS' underwear, 24 to 34 sizes. Both union and two piece made in Poughkeepsie and Burlington, regular and athletic styles. Prices at to-morrow's special sale, only 50c, \$1.00, \$1.50 and \$2.00

BOYS' suits, 8 to 10 years. Norfolk and double breasted models with center or side vents, long graceful lapels, strictly hand tailored. Three foreign and domestic fabrics, blue serge and fancy worsteds, to-morrow at \$12.50

BOYS' and youths' shirts, 12 to 144. Plain or plaid, long sleeve, many have neck cuffs to match. Made from the purest cotton, mercerized and extra fine, prices at \$1.50, \$2.00 and \$2.50

BOYS' and girls' novelty hats to match suit or to wear alone. Made of big wools, fur felt or straw. Great values at these prices. For to-morrow's sale at \$1.00, \$1.50, \$2.00 and up to \$6.00

The New Hats

YOU'LL see models here that show us haven't been sleeping on "third," we've ferreted out a lot of new models that aren't hampered by tradition. First one the De Juville Derby, not a bit conventional, low-cut in the crown and wider in the brim than you've been used to, back tilting, \$3. Next one the Stetson "New Wrinkle," properly named by the way, you never saw anything like it, creased at the side instead of the top, but none the less in splendid taste, \$3.50. Other new models in Stetson soft hats, \$4.50 to \$12. New models in Stetson stiff hats, too, \$4.50 to \$6. Our own hats, the Bromley at \$4 and the Grayfield at \$2, have achieved a lot of distinction; decidedly new models.

Spring Shoes and Oxfords

We back up our shoe stock with salesmen who are slow and painstaking and conscientious. We figure that you'd rather take a little longer to buy than be hustled out in pain. Of course the styles and leathers are superb, we wouldn't be doing such a big and healthy business if they weren't.

Your ideas of shoes probably have "comfort" at the head of the list. The style may be fine and the leather handsome, but if the fit isn't right you won't get much pleasure out of a shoe. So we back up our shoe stock with salesmen who are slow and painstaking and conscientious. We figure that you'd rather take a little longer to buy than be hustled out in pain. Of course the styles and leathers are superb, we wouldn't be doing such a big and healthy business if they weren't.

Open Saturday Night Until Ten



A Special Appeal to the Vast Army of Baseball "Fans," Published at the Beginning of the Baseball Season and Full of Baseball Slang—Chicago Evening American, Two-Thirds Reduction.

wholesome when properly handled. No other retailer receives such splendid co-operation from the manufacturer as the retailer of men's wear.

Operated as it should be, it's a clean, clear road to success for the man with ideas, ideals and the will to do.

Monday we move to cor. Madison & Clark

**Monday
we move,
Saturday
we will sell
you a suit
cheap.**

Over one thousand silk-lined suits to pick from, serges, worsteds, chevots, plain and fancy, all the new spring colorings, Saturday and all next week at only.

\$15

Again Saturday and all next week } 35c
\$1.00 Fancy Negligee Shirts in all }
sizes at } 3 for \$1
50c solid colors in Silk Socks at 27 cts.

These Shirts, Suits and Silk Socks ought to be enough to make many a man walk many blocks.

Tom Murray

Jackson cor. Clark. Open till 10 Saturdays.
Next Week, Corner Clark and Madison.

The Famous Tom Murray Style, Sure to Be Seen Wherever Placed or However Small.
Good Style for a Certain Class of Trade—Chicago Evening Post.



THE HUB
Henry C. Lytton & Sons

READY with your spring suit or overcoat! We wonder if you realize just how monumental an amount of effort preceded the publishing of that simple statement. The master productions of 14 makers are included, makers whose combined designing staff number a full 200 experts, whose aggregate salaries mount up to three-quarters of a million dollars and perhaps even more. All of these forces have been at work producing *your* spring suit or overcoat. All of them have been enlisted in a common cause—*your satisfaction*. Each of them had a specialty—a field in which he stood supreme, for it is an acknowledged fact that the *best* makers cannot do *all* things equally well. Each of these “best efforts” is represented—an assembled whole exemplifies perfection in as full a manner as it is attainable. Especially noteworthy are the \$25.00 to \$50.00 models of The Atterbury System, “the peers of them all.” We now announce the initial display of **SPRING SUITS** and **OVERCOATS** at \$10.00 to \$50.00 for man and youths’ in all walks of life.

Distinctive Hats Stylish Shoes Auto Apparel Sturdy Boys’ Wear Correct Furnishings

Published at the Opening of the Spring Season and a Very Striking Sort of a Display.
The Copy Furnishes “Food for Thought”—Chicago Record-Herald, Two-thirds Reduction.

Kipling Used Eleven "Ifs"

In Qualifying a Man!

Clothing Without a Single "If" Is at Wanamaker's for Men

Fifty years of growing up to clothing leadership has one by one disposed of every "If" that affected the question.

Today Wanamaker clothing has a superiority that distinguishes it above any other. It is **SUPERIOR** in quality and **LOWER** in price.

Especially worthy of the attention of a man who wants distinctive clothing at a moderate price are the

New Spring Suits at \$15 to \$20

Simple, masculine and womanly in fashionable patterns and distinctive styles. Men who have been accustomed to paying much more for clothing will find a broader field for choice than ever before.

(Men's Clothing Store, First Floor, Market Street)

Men's Striped Shirts, With Collars to Match, at \$1.50

Matching patterns is becoming more and more popular with men. Here are shirts of percale, with neat, narrow stripes of black, blue or lavender on a white body; coat style, cuffs attached.

Stiff collars with the same color stripes as the shirts, both at \$1.50.

More of Those Famous 50c Shirts

that come to us every year about this time, made up from and pieces of 81 shirtings, and well made, too. Many of our friends will remember buying them in "Alde Sales." Today they are conveniently placed on the Subway Gallery.

Printed percale and madras. Planted and plain, attached cuffs on printed shirts, attached or detached with plain collars.

(Subway Gallery, Market Street)

A New Kind of Hat for Men

Now Shown for the First Time

A sombrero-like felt hat, made of white felt, with a green camomile underbrim to shade the eyes. The favorite sporting hat among London business men for golf, tennis, cricket or boating.

Their first appearance in America is today at Wanamaker's, at \$2.50.

Sold by size with this hat are the new light colors in Vienna sporting hats, typical of the field and mountain sports of central Europe, at \$2.

(Men's Hat Store, Main Floor, Market Street)



10,000 Pair of Men's Half Hose

At 15c and 18c Pair

When he turned his attention to other parts of his business a certain importer decided to close out hosiery, which he had carried more as a side line than one of the chief ends of the business. To make quick disposal of 10,000 pair of half hose on hand he turned to Wanamaker's, for he knew our outlet.

He likes half hose of the quality 15c a pair for Cotton Half Hose. Soft, sheer hose that will be cool and comfortable on a Spring or Summer day. There is only black, but a good black, and the hose are full fashioned. 15c for one pair, or 2 pair for 30c, if you buy them that way.

Not quite up to the standard of the Wanamaker 18c hose, but better than most the hose. So you see it is pretty good for 15c a pair. Black, tan and gray and all sizes.

The Spring Selling of Hosiery and Underwear

still goes on, and more people every day are profiting by the need things to be had. Just the weather, and such prices! It will pay you to lay by a Summer's supply.

(Main Floor, Market Street)

Things for the Golfer

Now That the Season Is Here

it takes only a few fine Spring days to open the golf season; it is now in full swing.

Old golfers know, and converts to the game soon learn, that the game can be enjoyed only with reliable implements. In this store will be found only the standard make.

The A. H. Findlay wooden and iron golf clubs are here; both drivers and brassies, at \$2.50 each; irons, \$2 each.

Also imported iron heads from Scotland, caddy bags, all the reliable makes of golf balls and everything necessary for the game.

(Sporting Goods Store, Subway Gallery, Chestnut Street)

The Wanamaker Way—A Splendid Way, Too. About Every Dress Requirement a Man May Have, Tersely Told and Convincingly Written—Philadelphia North American.

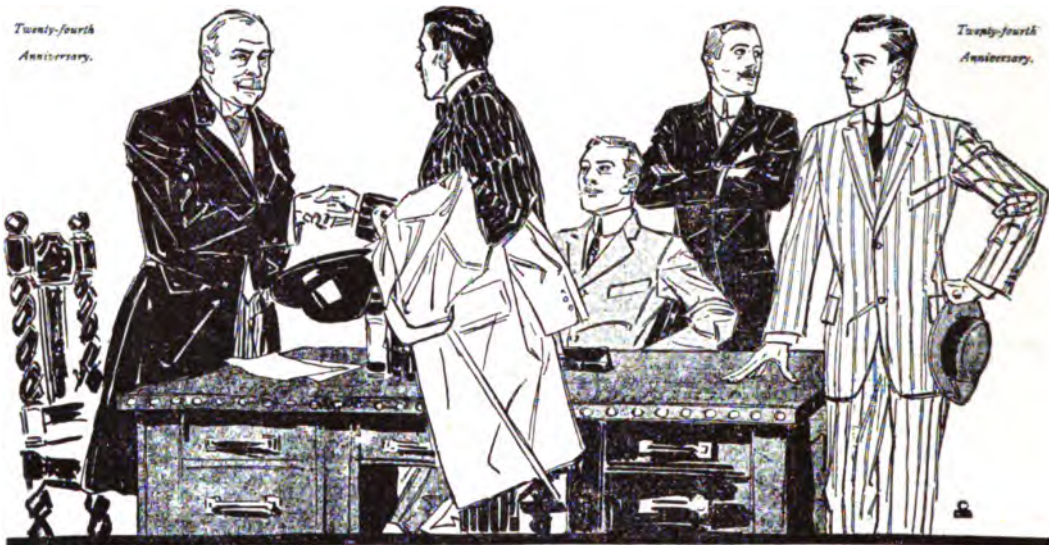
"YOU have a motor apparel department that's uniquely replete with exclusive and practical garments"—that's what nearly every one tells us.

THE HUB

Henry C. Lytton & Sons

THE custom shirt room on the main floor is growing popular with men who crave something distinctive. Prices are three for \$5, and up to \$6 each.

Twenty-fourth Anniversary.



Twenty-fourth Anniversary.

YOU men who come here to-morrow to tender your congratulations upon our twenty-fourth birthday will realize why we have succeeded so splendidly. You'll see that we're doing things in a finer and better way, that we've placed *your* interests ahead of *ours*, that ours is a stock from which you'll be glad to *buy* rather than one from which you'll have to be *sold*. We're beginning our twenty-fifth year with the same principles and policies you've always found so fair and square, if they could be improved upon we would have improved them long ago.

ONE of the things of which we've always been proud is our readiness to serve every man. We begin our displays at \$12 and carry them on up to \$50, giving at every price the sort of value that has established us so firmly. And we've given the matter of sizes a great deal of attention, too, no matter how large or small, slender or broad you may be, we've *your* size. We've been "pioneers"—always—exploited the new things when they were new. This year you'll find that we're showing extensive displays of the justly popular English models, the dip fronts, the jaunty Raglans, the splendid "slip-ons," the blue **\$20 and \$25** oxfords, the Quaker grays and so on. Especially worthy of your notice are the lines at

THIS youths' section of ours is rendering a unique sort of service. It is primarily a youths' department and not, as in most stores, a department for small men. Youthful ideas and ideals are appealed to and youthful vigor and vigor properly clad. Youths' suits on the 2d floor, \$10 to \$30.

NEXT time you need an extra pair of trousers, whenever that may be, stop off at the third floor. You'll find a large and splendidly selected stock, worthy of your recognition. Men's and young men's trousers in the finest fabrics procurable, \$3 to \$10; especially strong values are those shown at \$5.

Furnishings

DON'T miscalculate a wit on soft cuff shirts, knew they were fine enough to become popular very rapidly and prepared accordingly. You'll find vast displays here, in silk at \$5, mercerized fabrics and pongees at \$3.50, \$3 and \$2.50, madras and percales at \$1.50 and \$1, soft detachable collars with most of them. You'll like English neckwear at \$1, wide flowing ends, solid colors or figured silks. We've always given more than a half dollar's worth of neckwear at 50c, 20 new lines in to-morrow's showing, silks and wash fabrics. At 25c you can buy spun silk half hose here; at 50c, real thread silks, you'll find a nice color you want.

Splendid values every mother should see

BOYS' and children's suits and roofers. Suits \$14 to 18 years, madder, Buxton and junior Harfoll for the mother have double breasted and line suited Harfoll for the larger boys. Roofers to 18 years. Absolutely all wool fabrics, hundreds of patterns, English to select. You usually pay \$6.50 and \$7.00 for equal value, now \$5

BOYS' blouse suits, 8 to 18 years, 2 and 2 button, double-breasted and Harfoll models, double-breasted tailored and made of fine imported fabrics, the latest in style and fabric from \$12.50

BOYS' and youth's new spring hats. Several new blouses and outer from which to choose, very fine. Also. Our Coral, \$1.50; Unormal, \$2.50; Brighton, \$2.50; Blue at \$3

CHILDREN'S suits and roofers, 2 to 18 years. Suits in madder, Buxton and junior Harfoll. Double-breasted cloth or velvet collar, all serge hood and handkerchief tailored; a great variety of styles and fabrics from which to choose. You will find many \$6.75 and \$10.00 quality at this price, to-morrow at \$7.50

BOYS' and youth's shirts, 12 to 16 for each hand. For dress or sport, you wear, plain or plaid, button, collar to match, knit, or turned back cuffs. Handmade neckties, \$1.50

BOYS' and girls' new spring hats. Several new blouses and outer from which to choose, very fine. Also. Our Coral, \$1.50; Unormal, \$2.50; Brighton, \$2.50; Blue at \$3

BOYS' suits, 6 to 18 years. Two and three button double-breasted models and several styles of Harfoll; made of the finest domestic fabrics, coats lined or half lined with mohair, trousers full leg cut, hand and both pockets, \$16 double striped and both pockets. Many more would not be ready at \$10 and \$12, now \$8.75

BOYS' blouses, 6 to 18 years. Fine handkerchief models, madder a 4 soft collar number; several styles of collars from which to select. A large and fine assortment. The price is special at \$1 and \$1.50

BOYS' and girls' new spring hats. Several new blouses and outer from which to choose, very fine. Also. Our Coral, \$1.50; Unormal, \$2.50; Brighton, \$2.50; Blue at \$3

Your hat

LOTS of fine new styles in Bromley stiff hats at \$2—especially the English effects with low crowns and wide brims that set back on your head. Bromley soft hats are splendid, too, telescopic with regular or wide brims, flat or pencil curled, all the new brown, gray, staple black, \$3. Several new styles ready for Saturday, in Stetson soft hats at \$3.50 and \$5, also some finer styles up to \$12. Stetson has created a lot of new derby models at \$3.50, \$5 & \$6. The Greyfield at \$2, is an awfully good buy, more style, quality and beauty than you ever thought possible at so moderate a price. Ward's waterproof English soft hats \$2.

FOURTH FLOOR

Men's and Boys' Shoes and Oxfords

Had our "ear to the ground" on this season's color preferences and heard that tans would have "the call." You'll find more tans here than in any store in Chicago, and as many blacks as you care to look at. Boys' shoes and oxfords at \$1.50 to \$4, men's \$2.50 to \$8, with some remarkably fine ones at \$3, \$3.50 and \$4.

Open Saturday Night Until Ten



An Anniversary Advertisement Full of Genuine Human Interest. Note the Manner in Which the Copy Follows the Suggestion of the Illustration—Chicago Daily News, Two-thirds Reduction.

**—MOSSLER CO.
50 Jackson Blvd.**



A Bit of Subtle Flattery, Making Every Reader Believe He Is a "Man of Judgment." Well Displayed Small Copy—Chicago Tribune.

No man of judgment can fail to note the undebatable superiority of the "Mossler Clothes"—and they are ready for immediate service.

We are making converts each day.

Price range \$20 to \$50.
Every size to 50.

Mossler Co.
50 Jackson Blvd.

PART VI

ADVERTISING BOOTS AND SHOES

By WILLIAM REED CRAWFORD

Advertising Manager, Roberts, Johnson & Rand Shoe Co., St. Louis, Mo.

When I was asked to write a word about shoe advertising, I made up my mind that I would look back over the stumbling blocks I've met along the Road of Advertising and, if possible, help my good friends who read this article to avoid them.

At the outset I want to state that this is going to be a simple outline of a few advertising helps to the men or boys who expect to enter this great field or who have just taken up advertising work.

Even in this great progressive age when advertising is recognized as the most wonderful of all business builders many advertising campaigns are conducted in a hit or miss fashion.

Such a condition is entirely wrong and uncalled for because the Art of Advertising has reached such a scientific plane that there is no occasion for blundering.

In shoe advertising it is important to play upon the chief features of the shoe. If it is a broad, roomy, comfortable shoe for a middle-aged man, say so; or if the shoe is a

chic, dainty slipper for the society bud, the ad must be so worded as to appeal to her fancy. Think about the class of people for whom the shoe is intended and work up the advertisement to appeal to their individual tastes.

After you have this point clearly fixed take up the leather from which the shoe is constructed and tell why this leather is best adapted for certain uses. For instance, if the leather should be heavy chrome calf, which is the greatest wear resisting leather known to the shoe world, explain why it will wear longer than any other and give more days' service at a less cost.

If the leather is soft kid tell why it is comfortable, easy on the feet, light and at the same time a shoe which will afford plenty of service when not subjected to severe usage.

The treatment given different leathers in their tanning is also a matter of much importance in advertising.

A sole leather may be tanned in such a manner as to make it extremely flexible and another leather may be as nearly waterproof as leather can be tanned on account of having been treated with certain oils. No shoe leather, however, is absolutely waterproof. These points can be "talked up" and made of splendid selling value.

The different seasons of the year also afford talking points for the various kinds of leathers and shoes. Early in the spring it is oxford time and the advantages oxfords have over high shoes during the warm spring and summer days are many. That is, of course, quite the opposite when October puts in an appearance and our ankles assure us that they need more protection.

CARSON PIRIE SCOTT & Co.

—Special Values—

**Women's
Pumps
\$3.75**



Made over our special Pump lasts, stylish appearing and practical for street or dress wear—both low and Cuban heels.

Shown in

Tan, gray, blue and black satin. Black velvet, black calf and black suede. Tan calf and patent leather, also white canvas. At, a pair..\$3.75

**THIRD FLOOR,
SOUTH ROOM.**

CARSON PIRIE SCOTT & Co.

**Women's
Ventilated
Low Shoes
\$5.00**

The ventilated feature affords practical relief for burning, aching or tired feet.



The illustration shows a popular 4-eyelet tie from our line of Ventilated shoes. Made over a moderately short fore-part last with a Cuban heel and silk ribbon tie—it comes in dark brown kid and black kid—practical stylish appearing street shoes at, pair \$5.00.

THIRD FLOOR, SOUTH ROOM

Taken from a series of excellent shoe advertisements by Carson, Pirie, Scott & Co., Chicago.

Construction of the Shoe

The construction of a shoe also has a great deal to do with the manner in which it should be advertised. If it is a Goodyear welt there are no tacks, threads or wax inside to hurt, burn or irritate, and the shoe bends readily in walking and is easy on the foot. On the other hand the shoe may be a McKay sewed shoe—a different kind of a shoe; and cheaper than a Goodyear welt, especially suited to certain kinds of wear, and a good shoe at the price at which sold.

In advertising and more especially in selling a shoe it is a good plan to know about what usage the shoe is to receive; for a kid shoe should not be worn when plowing, and your customer who buys a light shoe for heavy outdoor work will be disappointed and feel that he has been mistreated. In a case of this kind, if the customer is advised about what to expect from certain kinds of shoes, he has no one to blame but himself when he buys the wrong kind.

Good illustrations or typographical arrangement which attracts the eye should be used, and the advertising will surely make more sales when the shoes are accurately pictured.

To make advertisements a success it is necessary to have the descriptions and selling talks as terse, convincing and full of the true ring of worth as they can possibly be made.



The Significance of a Shoe

CORRECT FOOTWEAR is merely an outward expression of good breeding. Refinement of person is as unmistakably shown in one's Boots, Oxfords or Slippers as in any other part of one's apparel. And the degree of satisfaction experienced in knowing that one is correctly shod cannot be estimated in dollars and cents. In Minneapolis, Correct Footwear means Donaldson's.

L. S. Donaldson Company

Shoe Dept., corner Nicollet at 7th St., with entrance from main store on main and lower floors.

One of an Excellent Series of Shoe Advertisements Used by This Store—One-third Reduction, Minneapolis Papers.

The first few words of any advertisement, letter or announcement should be so interesting that the reader can not resist the temptation to finish reading the story in whatever form it may be. No attempts should be made at "literary flights," but every effort should be made to make the selling arguments concise, clear, simple and easily understood.

Do not confuse: In writing, try to feel that you or your firm is going to be charged so much a word and the shorter you make your talk to cover all necessary points the better the advertising appropriation will be.

You will find it to your advantage to have all your ads set, so far as possible, in a special style of type. This gives individuality at no added expense, sets them apart from the general run of ads and makes them attract special attention. When adopted this special style should be used indefinitely.

Do not juggle the type: that is, do not use several different kinds in any one advertisement. Where possible, and it is possible in most instances, use just one type face in proper sizes and the regular name cut. A different heading type is permissible, but never use more than one kind for the text.

Make Advertisement "Classy "

Another feature in this connection is the employment of a special firm-name cut. A great many firms use one



No. 811L
\$5.50.
New York
Custom
Last

STORE NEWS OF INTEREST

The shoes we sell need simply the truth told about them—there's no reason for anything else. If you are willing to listen, our salesmen will be glad to tell you.

HASSEL'S

IF we can just show you the oxfords and shoes we have here, explain to you the excellence of our goods, the real values we offer, inform you on all the points on which you want or need information, you'll be more anxious to spend your shoe money here than we'll be to have you

Come here with the idea of seeing the largest and best stock of oxfords and shoes in this city for men and boys. Priced at \$3, \$4, \$5, \$6, \$7 & \$8.

Charge accounts solicited.

Catalogue showing the newest 1911 styles mailed on request.

HASSEL'S

Northwest Corner
Van Buren & Dearborn Sts.
Monadnock Block



No. 1229
\$4.00

SHOE NEWS OF INTEREST.

HERE'S the snappiest shape of the season for you young fellows inclined toward high toes and high heels. We've never seen anything to equal it in popular favor. Tans and plain black cat-fakin', oxfords and ties; button or blucher; also shoes in patent colt, tan, Russia and plain dull black calf leathers.

HASSEL'S.

IF \$4 is your price for oxfords or shoes, we'd like to show you what our idea of value-for-the-money is.

You'll realize when you see them that the value is in the goods—not simply in the words we use about them.

HASSEL'S

Northwest Corner
Van Buren & Dearborn Sts.
Monadnock Block

Hassel is another successful Chicago shoe dealer whose business has been consistently advertised.

set style for a name plate, and for this reason their ads are easily recognized and possess certain individuality.

You will be much better pleased with your advertising if you endeavor to have each ad stand out distinctly as a work of art and as "classy" as it can be made. There are divers ways in which this can be done, and usually the simplest arrangement both in type and the drawing of the illustration will arrive at the desired end more often than anything else. This is something which only practice and study will bring up to the required standard.

Every advertising talk should carry some special news feature to make it attract attention. Current and past events of note, and the seasons of the year, and all, afford points on which to elaborate.

Be careful in your advertising not to overstate or overrate the article you are selling. When you do this you are building a mountain of trouble which will surely topple over and bury you and your establishment. You can under-rate and make capital by more than pleasing and satisfying, but you'll never gain if you overrate.

Napoleon said: "Imagination rules the world." In scarcely any business or profession is imagination called on to play such an important role as in the great advertising field, and no man will ever succeed with this great life study unless he has splendid imaginative powers. The successful advertising man has to figure far ahead, and his imagination pictures for him the homes, customs and desires of the multitudes for whom his product is intended,

In Buying Shoes

A Woman is Entitled to Foot-comfort Insurance Also.



THE Donaldson Idea of selling Women's Shoes embodies painstaking care in fitting as the essential element of salesmanship. Knowledge of *your* requirements coupled with knowledge of Shoes enables us to select unerringly the Comfort-giving Shoe for *your* foot, oft-times at the very outset.

Then, with fitting disposed of, it is merely a matter of coming to a satisfactory conclusion as to what Style, Leather and Price you wish; for out of such abundance as you find here, choice of these things is a very simple matter. Let us show you the new Footwear for Women spring has brought us.

*Shoe Department, Nicollet Avenue
at Seventh St., with entrance from
main store on main and lower floors.*

**L.S. Donaldson
Company**

Combining Attractiveness and Selling Talk—Particularly Good Copy—
One-half Reduction, Minneapolis Papers.

and he argues in simple, easily understood phrases with this vast host of buyers as if they were but one purchaser seated in the visitor's chair at his elbow.

In whatever you may be advertising, newspapers, magazines, trade journals, programs, theater curtains or billboards, be sure to get the very best position. This, to be sure, at times may cost extra, but position is a power to be reckoned with in almost all advertising.

It is not possible to say how much space a dealer should use in newspapers. This will vary with the seasons and the article being advertised, as well as the appropriation, and can be estimated best by the man who is paying the bills.

Another problem that only the proprietor can solve is the amount to be used in creating a present demand and building for the future. It is difficult for any one on the outside to tell a dealer what his advertising appropriation should be. A merchant's bank account and the heat of the battle which confronts him, are the best indicators as to how much he should expend for his advertising the first year.

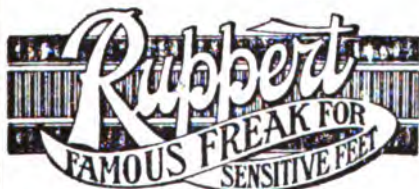
It is easy to make an appropriation for the second year, basing this on the successes of the first year.

Persistency

Persistency is and will ever be one of the greatest weapons of the progressive advertiser. It is in the repeated telling of the story and the constancy with which the adver-

RUPPERT'S Semi-Dress Shoes For Street Wear

Our designer was given definite instructions to produce street shoes that would fulfill the demand for graceful, stylish shoes which are also sensible, serviceable and comfortable. Here's one of the results of his efforts:



TWO STORES:
McVicker's Theater Building
Van Buren and La Salle Sts.

RUPPERT'S Typical Young Men's Shoes

This year we have more dandy shoes for young men than ever.

This busy shoe store, always popular among young men who want classy looking shoes, is exceedingly popular now. We know the reason and so will you when you see our college styles for young men, full of snap and style.



TWO STORES:
McVicker's Theater Building
Van Buren and La Salle Sts.

Sample of Ruppert's advertisements. This advertiser has never been a user of large space, having built up his business by consistent and persistent use of small but effective advertisements.

tiser's name attracts the buyer's eye that a great cumulative asset is created which becomes of more intrinsic worth as the years roll around and the name of the store or the trade-mark becomes of unlimited value.

The advertiser will find it a good plan to use a slogan which applies specifically to his service or merchandise, as an example, "Star Brand Shoes Are Better." This should appear in every announcement or piece of printed matter. In many instances the firm-name cut and the slogan are a company's only trade-mark, but they answer much the same purpose when played upon in an intelligent, systematic manner.

Another feature of worth is the use, when feasible, of one regular style of border for the ads. This will, of course, at a glance help the readers to distinguish your printed talks to them. A fact that must constantly be borne in mind is that borders both help and kill ads. Good judgment must be used in deciding whether an ad should or should not carry a border.

At a very small cost the retailer can have a circular or folder of some kind to insert in each package or piece of mail matter leaving his store. This is a small matter but a result getter, and such an opportunity should never be allowed to pass.

Clearance and Special sales demand attention at least twice a year in a great many stores. The plans to be followed in preparing and during these sales are quite numerous and many of them are good. Some of the large shoe houses have good sales campaigns outlined for the use of

A Superb New

\$5

Model by



**A Pump
That FITS,
STAYS ON,
and
Does Not
Bulge**



(O-G 1055)

*Finest of Soft Gun Metal,
Imported TAN Russia Calf,
Stylish Black Suede and
Black Satin and White Camels*

O'CONNOR & GOLDBERG

Charge Accounts Respectfully Invited

23 E. MADISON or 205 S. STATE

MEN'S O-G STORES, 6 S. CLARK and 205 S. STATE

NEW O-G FASHION GUIDE FREE ON REQUEST

Write Our **Enlarged Mail Order Dept., 208 S. Wabash Ave.**

*The Season's Most Notable
STYLE INNOVATION*

SHORT
VAMP



SHORT
VAMP

White Boots

Cool—Comfortable—Correct

Largest Variety in the West

\$4, \$5 and \$6

*At 86 your choice of 8 distinct fash-
ionable shades in O-G LINEN to
match any Spring or Summer Gown*

**THIS IS
ONE OF
THE SU-
PERB
MODELS**



\$4

ALSO PERFECT LINE of LOW SHOES in WHITE

O'CONNOR & GOLDBERG

Charge Accounts Respectfully Invited

23 E. MADISON or 205 S. STATE

MEN'S O-G STORES, 6 S. CLARK and 205 S. STATE

NEW O-G FASHION GUIDE FREE ON REQUEST

Write Our **Enlarged Mail Order Dept., 208 S. Wabash Ave.**

**"Old-Fashioned" Reliability
is never "out of date," and the**

Success of



SHOES

proves it—to both Men and Women.

**Solid leather, scrupulous
workmanship and dainty fin-
ish combine to give O-G SHOES
Wearing Qualities as unequalled as
their Fashionable Pre-eminence.**

O'CONNOR & GOLDBERG

Charge Accounts Respectfully Invited

WOMEN'S O-G BOOTERIES

23 E. MADISON & 205 S. STATE

MEN'S O-G SHOPS:

6 S. CLARK & 205 S. STATE

NEW O-G FASHION GUIDE FREE ON REQUEST

Write Our **Enlarged Mail Order Dept., 207 S. Wabash Ave.**



They're Buying This:

"BUDDIE"

\$4



*Strictly Custom Effect
Toe Medium Round
Soft and Pliable*

Ask for O-G 9563

TAN RUSSIA CALF OR BLACK WAX CALF

BEST VALUE IN TOWN—YOU'LL ADMIT IT GET BUSY

O'CONNOR & GOLDBERG

Charge Accounts Respectfully Invited

6 S. Clark South Madison and 205 S. State

WOMEN'S O-G STORES, 23 E. MADISON AND 205 STATE

NEW SPRING O-G STYLE GUIDE FREE BY MAIL

A group of O'Connor & Goldberg shoe advertisements which appeared in Chicago papers. Note the uniformity of style, the clearness of copy and general excellence of arrangement. Prepared and placed by Crosby-Chicago Advertising Agency.

their customers, and any of these companies will be glad to supply this information on request to an interested dealer.

Whatever you are advertising and whatever may be the medium, make it a strict rule not to talk about your competitor, for when this is done you advertise him and that is not your reason for advertising.

The show window is one of the greatest, if not the greatest, of a merchant's sales producers. The displays should be changed at least once a week, and when you can secure them, use the window trims, cut outs, hangers, price tickets and other window trimming helps supplied by the wide-awake shoe manufacturers. In making your windows attractive, you are working along the line of "Thought Suggestion" and creating sales that, possibly, would not be created for an indefinite time. A man or woman in passing sees your up-to-date, warm, dry-shod or cool shoes, and a feeling in the feet creates a sensation on the brain which pushes the buyer into the store for the sale to be made.

Cribbing and Pirating

The pirate in advertising is indeed a sad mishap. Whether he "swipes" the exact style of another advertiser, the illustrations, or the selling phrases, he commits a publicity sin. It is the original, wide-awake man who never stoops to such methods who forges ahead as a winner.

The laying out of the ad is quite an important item. Each advertisement should be drawn up, so to speak, to

Shoes and Service!

The Customer Gets the Best of Both at Donaldson's

THERE is no hazard, no element of chance, no uncertainty of result about buying Footwear at Donaldson's. Our Service, for which you pay nothing, we have endeavored to raise to a degree of efficiency that eliminates all worry or speculation on your part. Our Shoe Salesmen are something more than mere sellers of shoes—they are Specialists each in his own line, and have mastered the details of properly fitting the foot.

OUR Shoes, for which you pay no more and oftentimes less than in other shops, make a lasting and favorable impression upon the wearer's mind by reason of three things, chiefly:—authoritative style, dependable quality, and real foot comfort. Our regular customer-friends have come to regard the name DONALDSON as a synonym for all three. If you are still unacquainted with the Donaldson standard of Service and of Footwear, there is a new conception of these things awaiting your first visit here.

Shoe Department, Nicollet Avenue
at Seventh St., with entrance from
main store on main and lower floors.

**L.S. Donaldson
Company**



*By a careful observation
of our Window Dis-
plays of Footwear
you will be au-
thentically
posted re-
garding
the new-
est
styles
just
in.*

*See our Men's Footwear at . . \$5.00
See our Women's Footwear at . . 5.00
See our Misses' Footwear at . . 3.00*

Attractive Shoe Advertising—Illustration Used Primarily to Attracting Attention, Leaving the Argument to the Text—One-half Reduction, Minneapolis Papers.

show before being sent to the printer just how it is going to look. Large sheets of paper can be used for this purpose, and the advertiser can follow his own inclinations as to making this layout the same size as the ad will appear or larger. It is usually better to make it the same size. A better idea will be given if proofs of the illustrations to be used are pasted in their proper places on the layout. Have several proofs made of all your "current" cuts. This will save a great deal of time, and aid materially in several ways in the preparation of copy.

As a rule, most advertisements are better written and carry more thought than many books or stories, and for this reason a great deal can be learned through their careful study.

The spelling of words, capitalization and punctuation cannot be watched too carefully.

Many advertisements contain mistakes which would have been obviated if the printer had submitted a proof and had it carefully read. Insist on seeing a proof of each piece of copy and see that it is checked over carefully.

If it happens that you do not know as much about printing as you would like to know, advise with the printing solicitor, foreman of the composing room, the compositor or some one well versed in type faces and arrangement. The printer wants your advertising to "pull" and will lend you any assistance that he can.

The right kind of cuts for the various grades of paper have a great deal to do with the appearance and effectiveness of all advertising. Sixty-five to one hundred line half-

tone cuts are especially adapted to newspaper stock and one hundred and twenty to one hundred and fifty line half-tones for coated paper. The line cut can be used equally well on either news or coated stock. Any engraver will be glad to see that you get the proper cuts when advised as to the paper you contemplate using. Where a cut is to be used in several places at the same time, the required number of electrotypes can be made at a decidedly lower cost than half-tones or zinc cuts can be bought. Where possible it is to the advertiser's advantage to have matrices made. This can be done, however, only with those newspapers in the larger towns and cities having a stereotyping plant.

In dealing directly with a certain article it will generally be found very important to state clearly the price at which sold.

Too Much Repetition a Waste

Repetition of ads is, to a great extent, a waste of money. A new selling talk ought to appear in each issue of those papers carrying a firm's advertising whether daily, weekly or monthly.

In changing the advertisements see that each ad contains some recognizable feature such as a trade-mark or a firm-name cut. When this is done the various announcements form an endless chain, every link in which is working for one end—greater sales and the making of a more

valuable asset of the trade-mark or firm name from an advertising viewpoint.

Many manufacturers of the various commodities and luxuries are waging heavy warfare and doing great good for the retailer in aiding and enabling him to increase his sales.

These manufacturers are supplying so many splendid business-building features to their customers, free of charge, that the retailer really needs only a limited advertising allowance to win his battles if he will but make judicious and intelligent use of this advertising supplied by the wholesalers from whom he buys.

Prominent among these trade building mediums are posters of various sizes with dealer's name-strips for billboards. Booklets bearing the dealer's name. Circular letters carrying samples of the merchandise and sent out under the dealer's signature.

Sheet steel road signs elegantly lithographed in colors, embossed and showing the dealer's name.

Signs of metal, glass, cardboard and cloth to answer for indoor and outdoor publicity purposes.

Striking window trims in colors to attract and draw marked attention to the displays in the windows.

Magazines and circulars of special interest imprinted for the retailer.

A moving picture show and lecture which draws hundreds and thousands of men, women and children to see views in great shoe factories interspersed with the regulation moving picture films.

A vaudeville entertainment by two children consisting of songs, dances, monologues and music to popularize a line of school shoes.

"Ad Helps" Books showing ready made advertisements in which are incorporated good illustrations also supplied to be used in newspapers and on circulars.

Special service along the line of planning, creating and writing of copy is given and the manufacturer desires to have his customers make frequent use of this branch of the Advertising Department.

Among some of the other advertising features obtained through the manufacturer, are wagon umbrellas, horse covers, calendars, novelties, souvenirs and hundreds of other special things which do a great amount of good.

One good way of advertising that should never be neglected is for the proprietor and all salespeople to wear the snappiest and highest class shoe styles in stock.

This is the means of creating sales at no expense and everyone around the store should take a justifiable pride in setting the pace in footwear styles in his town.

If you can make your store known as The Shoe Store That Fits Every Customer and live up to this slogan you will build your business on a firm and reliable foundation. A good policy to pursue and to advertise is to the effect that you believe "It's better to miss a sale than to miss a fit."

Store service is another factor in the modern business institution, which, when properly exploited and advertised, has a value that cannot be readily estimated in dollars and cents.

Make your advertising of an individual character. In other words, have it apply only to your shoes and your store.

When you have finished writing an ad, test it out to see if it applies to your house exclusively and not to any number of houses whose names might be inserted instead of yours.

Do not forget that the child of today is a grown-up tomorrow. Cater to and cultivate the little folks. Fathers and mothers are, in buying, often influenced by their children. Keeping the boys and girls feeling good towards you and your store will mean more sales and profits.

Every firm, in looking at the advertising side, should constantly bear in mind the fact that: Business is intellectual warfare between modern business institutions—a battle of wits—in which one does not repulse solid shot with blank cartridges. It takes a running fire of convincing arguments safely to entrench a business against the fire of competition and to hold this position.

It was Emerson who said: "Commerce is carrying things from where they are plentiful to where they are needed." He would possibly add, if he were here now in this progressive period, that: The greatest of all carriers is advertising.

The advertising man keeps the wheels of commerce buzzing; for he is moving the goods from the factory where they are made to the dealer's store, and in a co-operative way assists the retailer and the retail ad man to move them from the retail store to the homes at a profit.

After sizing up the advertising of a shoe business from every angle, do not forget that after everything is said and done, courtesy to every visitor is one of the greatest advertisements of all.

PART VII

ADVERTISING A DRUG BUSINESS

By CHARLES ALBERT SMITH

Canadian Advertising and Sales Manager, Frederick Stearns & Company

The greatest essential of all advertising is an honest belief in the value of what you have to offer, whether it be merchandise or service.

This seems to be very often either lacking entirely or not properly appreciated by the average druggist in his advertising.

Conditions Differ

Let us first of all classify drug stores, for it is essential if this article is to be of real service.

In the larger cities, of 200,000 or over, they may be roughly classified into two groups—the down town central stores, in touch with the whole city, more or less, and the outlying stores, dependent largely upon the immediate neighborhood.

In the smaller cities the problem is materially different, but with the same general subdivision until you get down to the cities of 30,000 and under.

With the still smaller cities you have much the same conditions as in the smaller towns.

Central City Stores

Take any large city, with its metropolitan dailies, and it only needs a glance to see how very little advertising is done by druggists.

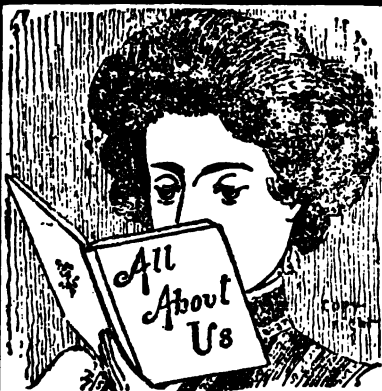
This paper is not directly addressed to the large chains of stores in the big cities, for such undertakings are in a position to employ an expert advertising man for the purpose, and it would certainly pay them well to do so.

But there are thousands of down town stores which do not, but could with profit, expend an appropriation in newspaper space.

Most druggists have the fixed idea that advertising comes out of the profits. So it does, if not managed with discretion and upon a well laid plan, but if your publicity is properly and systematically carried out, the profits are increased by the advertising.

Personality

No definite plan can be laid out for all stores, for the simple reason that no two are alike, and to neglect the "personality," so to speak, of a store is to rob your advertising of its most telling quality.



And we remark without fear of contradiction that we are the whole Gorgonzola.

Have you seen our recent triple arrival of
Wall Paper?

Rather more than several thousand rolls will have to roll out right away, at 30 cents off the dollar, just to make elbow room for Santa Claus.

Don't be late in seeing the best selected and cheapest stock ever shown in the city in this line, and buy now.

Have you seen the new importation of

Fancy Goods

direct from Yokahama to Lethbridge? They are bong swong, rekerkay, and all that—yet the cheapest we ever sold.

Come early and see them.

Have you seen our new arrival of the now famous

Red Cross Writing Pads, Initial Stationery, Souvenir Papetieres; embossed "Lethbridge" and lithographed in local views?

Follow the crowd.

We Sell Drugs

and fill prescriptions in the daily present, not the mouldy past, and we sell to cure humanity. We have no "past," so the thousands who never came back don't haunt US, but we don't brag. We have the goods, the snap, and the skill necessary for good prescription work, and we are appreciated—that contents us.

P. S.—Moses, the L. D. Alliance and a local man have ordered you to rest on Sunday.

Our working hours on that day are 10 to 1; 4 to 5 and 8 to 9.

The Red Cross Drug & Book Co.

Safe Satisfactory Drug Store, Acadia Block, Redpath St. Day and Night Phone 555.

Night Bell

McCREADY—The Dispenser.

SAGE—The Picture Framer.

JOHNSTON & JACKSON

**ARE THE PEOPLE TO
DO YOUR DISPENSING**

WE have had over 20 years' experience, all that time keeping fully abreast of every improvement in both method and drugs. Our dispensary is stocked with only chemically pure high grade drugs and chemicals.

ONLY GRADUATES DISPENSE

JOHNSTON & JACKSON

PRESCRIPTION DRUGGISTS

This appeared in the same paper.
Which store would you choose?

Real talent misdirected. Slang, levity and jokes have no place in drug store advertising.

If your dear one was ill would you take your prescription to a joker like this?

Must Be Worthy

Before undertaking any advertising it is essential that you take a careful mental inventory of your equipment, paying particular attention to your location, your stock, your salesmen, the general appearance of your store and stock, the dispensing department, the soda fountain—in fact, everything that would interest your present and possible patrons. Consider carefully the class of trade you now enjoy and the class of trade you think you can secure.

Endeavor to separate yourself from the inside of your own business and view it with the eyes of a critical outsider. Criticize everything and decide where profitable improvement can be effected. This is a good thing at any time, but especially necessary before starting any advertising proposition.

You must have something worthy to advertise, or how can you expect to interest and convince others who are not interested in either you or your store. You may think your store does not differ materially from others and that you have nothing particularly wonderful to tell the public. The public know less about the drug business than they do about almost any other. They are more at the mercy of the man behind the counter than in any other business, and it follows that they take more interest in honest, frank talk from you than from most other lines of business.

Essence of Peppermint

Made from peppermint herbs and pure volatile oil. Our essence of peppermint should suggest itself to you when you are making home-made candy, or when you want a peppermint flavor that is really delightful and pleasing. The best also for medicinal purposes.

10 cents an ounce, or
3 for 25 cents

E. A. Robertson

Druggist and Optician

12 Wellington Street

TELEPHONE 106

A good example of quality talk that convinces.

Ready for the Flies and Bugs

This is the season of the year when the disease-breeding housefly arrives to infect your home, and by its unceasing buzzing make your life generally miserable. We are ready to assist you in ridding yourself of this pest. We have the best FLY POISON IN 5c AND 10c PADS, and another sure thing in TANGLEFOOT.

ARE THE POTATO BUGS BUSY? If the potato bug threatens to deprive you of your supply of potatoes, try our Paris Green. It means sudden death to the bugs.

Give us a call! We will be pleased to serve you.

H. C. DUNLOP, The Druggist

South Side Square

Goderich

Talk is good, but not sufficiently specific as to goods offered.

Advertising Is Selling

Do not get the idea that advertising is a very mysterious and wonderful game open only to the elect.

It is nothing of the sort.

It is just plain salesmanship—mostly on paper—and everything that does not have for its object the sale of more goods at a reasonable profit is not and never can be called advertising.

True, it requires some brains, a good deal of concentration, but this is equally true of any business that is conducted successfully. If you knew you would have all your customers before you and had a chance to talk to them from two to five minutes, you would hardly approach the occasion without thought and preparation.

Get the idea fixed in your mind that you can and will control your business, instead of simply taking what comes your way, without effort on your part. First understand what constitutes advertising as applied to a drug business.

Know Your Goods

I would place in the front rank the quality of your sales force, for the drug business should offer more in the way of service than any other. By service I mean a complete knowledge of your business from every point of view. Not only you, but every salesman in your store must have at his finger tips the fullest knowledge of the goods offered.

Therein lies the strength of the drug position and the weakness of your chief competitors, the department stores and the mail order houses.

Take rubber goods, for one thing. You should know what constitutes good rubber and why a \$2.50 water bag is a better bargain for your customer than a 49 cent bargain counter article.

In tooth brushes and dental luxuries in general it may be necessary to carry the cheap goods at a low price, but it pays you to push the high priced goods at a profit and be prepared to show your customers why it pays them to buy the higher priced goods.

This naturally leads to what appeals to me as the basic principle of advertising a drug business.

Cut Priced Patents

Do not attempt to advertise cut prices in proprietaries. Not only can you be easily beaten at that game by competitors with larger capital, but they will use your lines as "bait" to sell other lines at a profit.

Tell your story of quality behind your counters and in your printed talk—and back it up with the goods.

Those who have followed closely the trend of the times know that the big advertisers are finding that the practice of price cutting is steadily forcing greater and greater advertising appropriation, to such an extent that they are seeking ways of preventing it.

No man can be honest and sell goods without a legit-

imate profit. The manufacturer cannot do it, and he is finding that greater demand means greater temptation to cut. When the limit is reached the sale naturally is discouraged.

Advertisers are beginning to seek the retailers' coöperation, and until some safe and sane ground is reached the wasteful war between manufacturer and retailer will not be ended.

Quality and Service

Advertise quality and service.

Give quality and service.

If you must cut to meet your competition, it is not good business to rush into print, spending your good money to sell goods at a loss.

Running Cost

Right here let me say a word on the cost of doing business. You, of course, know your total annual sales. You should know accurately your total annual general expense. In expense must be included every cent that is paid out in a year that does not buy goods that can be sold again at a profit. In this must be included your own salary, your rental value in case you own your own building, in which case taxes, etc., are not figured. Interest on capital invested must not be overlooked. Include everything that cannot be charged to either merchandise or capital account.

OBEY THAT IMPULSE!

and come to our store when you
want the **BEST** in Drugs,

Patent Medicines, Toilet Articles, Perfumes, etc.

Oscar Nordling
Prop.

City Drug Store

234
M'Leod
Ave.

Defective in type and arrangement. Doubt very much if this will
impel anybody.

LADIES!

We have something
SPECIAL
for You in

Hand Bags

Black, seal grained, leather gusset,
moreen lined, solid steel frame, fitted
with change purse,

\$1.75

Black, seal grained, leather lined,
steel frame, change purse,

\$1.25

These are TWO

GENUINE BARGAINS

We have reduced our price on all
Leather Goods for one week.

Cowan's Drug Store

A straight, honest appeal for busi-
ness on business lines.

If you have not done so, it will pay you to go over your cash book and figure it up.

The business that can be run on an expense less than 25 per cent of the sales is exceptional. Too many run over that.

Profit or Loss

Taking 25 per cent as the base, it is not difficult to see how little profit there is in cut-priced patents when even at 100 cents full price you have paid out 25 cents before you can begin to count your profit. At \$8.00 the dozen wholesale, you are making only 8 cents actual profit. If you cut below 90 cents all your profit is wiped out, and you must make it up on something else.

Then why waste your ammunition upon lines that cannot make money for you?

Having satisfied yourself that your stock, your store, your location, your store service, are as good as you can make them, let us consider the auxiliaries.

Show Windows

The next in importance is your windows. These are of value in proportion to the number of people who pass them daily; and as they cost you practically nothing extra, they should be worked to the limit. In no case should a window be shown that did not have a definite sales idea behind it. You wouldn't pay a salesman real money just

to look pretty—then why display goods in your windows so that the total effect is merely pretty or attractive? If it does not supplement your definite plan within the store that week and help you make profits, either immediate or future, it is wasted effort.

Another feature almost as important is the presence of well executed display cards in your store. These should be where they can be readily seen and read. This silent advertising is of the greatest advantage, provided they keep before your customers the business ideals of your store and the goods you are most actively promoting.

Printer's Ink

In all of this so far there is no employment of printer's ink, and many a substantial success in the old days has been built without it. But times are changed, and to-day no keen business man can afford to overlook this modern auxiliary.

A few general observations on printed talk will be of value.

Honesty

First of all, be honest with your public and honest with yourself.

By honesty it is not inferred that you must go out of your way to tell all the weak points in your proposition,

but no success was ever built by advertising false claims, by personal egotism or by misleading inference.

Let your talk be earnest, sincere and natural, and such as you would make by word of mouth, not forgetting that you are not only a business man but that your patrons must often trust to your honesty and skill the lives of their dear ones.

Let your readers, who know you, recognize your personality in your advertising. See that it rings true.

Plausible

It is not enough to tell the mere truth, but you must make it interesting and convincing.

Sometimes a parallel of some well accepted fact will clinch the thing in the mind of your reader and convert him into an immediate or future purchaser.

An apt illustration will often do it.

Bring out the points in regard to your article, keeping constantly in mind what will interest your customers.

Positive

You are supposed to know your own business, so when you make a statement make it with conviction.

Do not go to the length of over-confidence, for while the public like to be led they do not like to be conscious of it.

**When Getting Your
Supply of PRESERVING
AND PICKLING REQUI-
SITES Be Sure To Get
The BEST.**

We have a full line of excellent
Jar Rubbers at 10c and 15c
per dozen.

Corks of the finest quality to fit
any bottle. Prices according to
size.

Our Spices are of the highest
grade and the same price as the
poorer sample.

Get Your Supply at

**STEWART'S
DRUG STORE**

"The Drug Store of Quality"

Seasonable and Suitable.

RIGHT TRUSSES It is a comparatively easy matter **RIGHTLY FITTED**
to find good trusses, but it requires
experience to know what truss is best suited to any given case and to fit that
truss correctly. We not only have a large line of modern, scientifically
constructed trusses, but, what is more important, we know how to fit them.

STRONG'S DRUG STORE

Graduate Pharmacists only
fill prescriptions here

184 Dundas Street
LONDON, ONT.

A special sideline well presented.

Seasonable

While no one nowadays keeps a Christmas advertisement going until July or keeps a summer complaint talk working overtime until December, yet too many mistakes are made by advertising lines that would be much more productive at other seasons.

It is a case of making the most of each season's opportunities, bearing in mind that it pays to get a week or so in advance of immediate need.

Very often a flat statement of quality or price is given a wrong interpretation unless accompanied by good and convincing reasons.

Do not overlook the fact that oftentimes a statement and reasons are convincing enough to you and to me, who know the drug business from the inside; but, alas, the outsider too often starts from an altogether different impression and preconceived opinion. It is well to get a frank opinion from two or three disinterested outsiders. It will frequently cause you to change your copy.

Do not be misled into the fallacy of following the style and habit of your competitors.

What suits another business might not suit yours at all.

Sales Extension

Map out your own plans carefully and stick consistently to them, for the ultimate object of printer's ink must not be lost sight of. Your advertising is only an extension

of your store policy and store effort. If the two are not consistent and do not dovetail, you are losing a great deal of the effect of both.

Persistent

It must be persistent above all things.

I have put this feature last because it is most important.

Advertising is essentially cumulative in its effects, and is in the form of an investment—partly for immediate results, but far more for the future.

Above all things, don't expect results in a minute, and don't get discouraged if results don't come at once. Stopping your advertising to save money is much like stopping the clock to save time.

The old and successful advertisers appreciate this point fully.

Consistent

Adopt a certain style and tone that is natural to you—that represents you and your interests—and each succeeding advertisement should carry some distinguishing cut or characteristic that makes your advertising remind your readers of past efforts and links it all up together.

Some peculiarity in the way of a well drawn store signature or some phrase, also well drawn, should be carried throughout all your different advertisements. The

phrase or slogan should be well considered and should be appropriate to your store, location, stock, service—in fact, something that your people will recognize and accept as representative.

Appropriation

How much shall you spend?

A vast divergence of opinion exists on this point, and this must be controlled largely by capital, opportunity and competition.

Do not underestimate your competition simply because you have the only store in town, for the mail order houses prey most upon those localities where least advertising is done, and you may be permitting a lot of good business to go to other towns that might as well be drawn to you.

Let us take a happy medium, and as a safe basis I believe any man can afford to spend profitably 5 per cent of his total sales in his total advertising.

We will consider the down-town stores in the large cities first of all.

The Dailies

You have the newspapers, daily and special. Every daily has a certain amount of outside circulation that you can hardly expect to reach, but at least 60 to 75 per cent of its readers are within your sphere. Even at that, the

Another Lot

2,000 Good Smokes

For the lovers of cigars of quality. Twenty minutes for each cigar means 20,000 enjoyable minutes, or 354 hours of solid comfort. Don't you want to share some of this pleasure? The comforters are

**Andrew B. Johnston,
Panatella Extras**

The finest 5c cigar on the market. They cost us more than any cigar in our case, but the quality brings the demand. This is the third shipment in three months. That shows how they go. Try one and you will like them.

**The Clement
Drug Co.**
CHEMISTS, SARNIA

ANDREW B. JOHNSTON, Prop.
ISSUER OF MARRIAGE LICENSES

This good talk would be stronger if he had used his expression "354 hours of solid comfort" as his headline.

SNAPPY SPICES

**Of full rich flavor and
greatest power are a
Specialty with Us**

As druggists, we select all spices with the same care, purity, power and freshness as we do drugs. We have a special mixed spice that every household will want to make Perfect Pickles. It gives the pickle that sharp, aromatic, appetizing flavor. It goes further than others, and you get this quality at the same price.

**McKEOWN'S
DRUG STORE**

Should bring the trade away from the grocery stores.

cost per thousand circulation will be less than the smaller papers of more confined influence.

The transient nature of a daily must be considered, therefore your talk must be to the point and in not too small sized type.

The Saturday trade is always the most valuable, and Thursday and Friday editions are found the most valuable where your appropriation will not permit a space to be taken oftener.

Position

The question of position in the daily paper is of importance. If you are advertising baby foods or baby necessities you do not want it on the sporting page, yet if you are talking something that appeals particularly to men—shaving supplies or smokers' materials—what better location can you get than near the sporting reports? For general drug store news, however, the nearer you can get to general reading matter the better, considering well the extra rate charged for preferred position.

Special or society papers of local character are often very valuable to reach the better class of a city, and are often worth the price.

The personal element is almost entirely eliminated in a large city store, for very few of the customers know you personally, so that the distinguishing character of the store should be developed in your advertising.

This same character should be impressed upon every salesman, so that the principles for which the store stands are harmoniously carried out in general policy, individual contact and publicity.

Develop the institutional quality of the business and persistently and consistently impress it upon your public until it becomes an accepted fact.

Street cars and bill boards, as a rule, come too high, and the preparatory cost of suitable material usually makes them prohibitive for the druggist. In this, as in most other things, local conditions may rise superior to a generally accepted theory.

Programs, as a rule, are doubtful mediums, unless in cases of theatre pharmacies, where certain features can be advertised to advantage.

Sales

The centrally located store can often to advantage advertise some special goods at a price, giving some good reason for the price, and why you are able to give the special value at that time. While maintaining your position for high grade goods and service, it is not inconsistent to advertise special goods at attractive prices. This is good policy, and even a shortened profit on such goods, if you clean them out, can be regarded as an advertising expenditure. But by all means utilize the opportunity to sell the goods you want to sell to the people attracted by the special bargain.

This does not apply to patents in active demand at fixed values.

The use of booklets, leaflets, letters, cards, package slips, etc., will be treated separately, since they appeal to almost all classes of stores.

The city store, appealing to only the immediate neighborhood, is denied the newspapers of general circulation, since you can hardly expect to realize on more than a nominal proportion of the circulation, and unless you can interest at least 50 per cent of the readers it is not profitable.

Direct advertising is practically the only channel open to you, and this will be gone into more fully.

When we come to the smaller cities of 30,000 and under there is a much greater proportion of stores which can easily hope to use the daily papers to advantage. Those stores near the market, as well as other centrally located stores, cannot afford to overlook the weekly paper.

Weeklies

Most weekly papers will permit you to examine their lists of subscribers, and you can easily ascertain whether the proportion of them within your reach will warrant your paying the price for the whole list.

Don't buy anything blind. Newspaper space should have a definite value and the publishers should be prepared to give you the fullest information on that point.

Brushes

A Delight to Use

We are very particular in selecting our Brushes. There is not a Brush in our store but what is made of the very best bristles.

You may be sure that any brush you buy of us will delight you by its excellence and long wearing qualities.

Tooth, Hair, Cloth and Shaving Brushes at all prices.

E. A. REA

Successor to J. H. Nasmyth & Co.
Druggist, Phone 78, Woodstock.

YOU CANNOT

Be too particular about your prescriptions. Pure drugs and careful compounding is what your doctor orders. Bring your prescriptions to us.

Bartlett's

DRUG STORE,

406 Main St.

Are *all* of his brushes the very best bristles, regardless of price? Otherwise this is an excellent piece of advertising.

The eye travels from the words *You Cannot* straight to *Bartlett's*, and the average reader is satisfied if he "cannot."

In the small cities and towns no one can afford to overlook the local paper. There may be cases where the actual value of the paper is doubtful, but here again you have the advantage of knowing with a fair degree of accuracy the pulling qualities of the different mediums available.

Sometimes a weekly paper has a very widespread circulation, but if you can show the paper that a large proportion of its circulation is waste so far as you are concerned, you should be able to secure a corresponding concession.

Do not forget that often these weekly papers are the only papers coming to many homes, and their value is correspondingly increased.

If you will compare, you will be readily convinced that the patent medicine advertisers use far more space in the country weeklies than in the large dailies. They have learned the comparative pulling qualities, even though the price per thousand circulation may be far higher. This is a direct result of the fight for life put up against cut prices in the centers of trade.

Mail Order Houses

With the cut prices on those goods offered by the mail order houses, it is all the more essential that you should combat it with your talk on quality, service, stock and prices.

Many a very satisfactory campaign has been waged by plain, frank talk by the local druggist, pointing out the

trouble, risk, transportation charges and lost time attendant upon buying away from home. The people know you and they know you stand ready to back up your word and your goods. The personal element is a powerful factor. The farming class are proverbially keen on a bargain, but let the idea once be planted that perhaps they are paying too much, even at cut prices, they very readily listen to your talk on your goods at a fair price.

A little quiet investigation often brings out quite a startling bit of information as to the volume of business done by mail order houses in your own sphere of influence.

The question of location is important in the small daily and the weekly.

Local Page

On general principles, the page containing the local news is more valuable than any other, unless the paper permits advertising upon its front or general news page. In that case it is worth paying the extra space rate.

Endeavor by all means to prevent your advertising from being swamped and crowded out by a lot of outside, national advertising. You are on the ground—a local institution—and in a position to follow this feature and get proper treatment.

Liners

The use of liners in a heavier faced type, among the news items, is sometimes permitted in the smaller papers,

and provided not too many advertisers use them at the same time, the importance of these is considerable, if the wording is appropriate—short and to the point.

Paid Readers

You should also endeavor to use on various occasions a few “paid readers” in the local news columns. “Readers” are short items in the same faced type as the news items, and should be newsy but at the same time bring in your store and your goods. Make it a point to get your store mentioned on every possible occasion whenever there is any legitimate “news” value to the incident.

Space

Many advertisers have a standing order for a certain space, to be deviated from only on special order. In that case it is always wise to make your regular space small enough to permit the occasional use of larger space, when the announcement or the season demands and warrants it. On a basis of 1,000 inches in a year, I would suggest a regular space of six inches double column weekly, or six inches single column where used twice a week. This will permit an occasional large space up to one or more half pages during the year and still keep inside your appropriation.

A Druggist Ought to Care

About the quality and price of the goods he sells. Public ill's or necessities bring him most of his business and service rendered should be of the highest possible character. You get what you ask for here and the best kind of it.

No Substitution or Guess- work is Permitted.

The aim of this store is to furnish its patrons with precisely what they want, of the best quality that money can buy, and at a price that is just.

SANGSTER & RIGGS,

"City Drug Store,"
Cheboygan,
Mich.

I know what they mean and the underlying idea is good. They do not carry it quite far enough. A druggist ought also to care what sort of packaged medicine his customer buys. If it is a fake a druggist should say so.

"Sweeter than all the Roses"



That's what they all say about our new line of perfumes and you will say so too after you have tried them. Pure, sweet and lasting, yet not too high priced. Purchase a supply now and have it when you want it. We have your favorite odor and many other favorites to select from. Come in and let us acquaint you with the stock.

SCHALL'S PHARMACY

GRAND MARAIS, MICH.
Phone Central

Good space and good printing largely wasted. If he had talked about one odor it might have sold some of the goods. This is too general. Every drug store carries perfumes.

Style

See to it that your advertisements are always well set up. Good proportion and style is just as important as good clothing and clean linen. A careless, sloppy job should not be tolerated, for the principle reason that you are not getting your money's worth. Get the reputation for being a crank on that point. Refuse a few of them, and soon the composing room will realize that your work must be done right.

Aim Direct

Direct advertising is perhaps the most important part of drug store publicity. Under this head come booklets, pamphlets, letters, mailing cards, package slips, annual books, such as cook books and almanacs, calendars, novelties, etc.

Letters

I would give the strong personal letter the place of honor, for when well done it is most productive of results.

The personal letter is one of the things that grow on an advertiser. Here particularly you must forget yourself and your interest and think only of the needs, desires and ambitions of the class or person addressed. Give particular attention to your opening sentence. That is the keynote, and it must gain a favorable reception for what

follows. The fact that you have what your reader needs is only an incident, and the closing incident. Consider yourself as the recipient and think how it would strike you.

You should be able to trace results with considerable accuracy, and therein lies the fascination of the direct appeal. A cut of your store signature and your store slogan should always appear on your stationery.

If you own a typewriter or can hire it done well, a series of say six letters a year on important subjects can be used to great advantage.

Lists

Classify your customers and make up separate mailing lists. Much could be said upon this, but you must work this out according as your experience dictates. Do not underestimate the flat dwellers. They are often better spenders than those who own and are paying for their homes. You should know your factory and mechanic classes, and know their pay days.

Build up one department at a time until you feel that results warrant taking up another feature.

In framing up a letter do not run all over the map, but make it specific and never more than one page, but by all means make it direct, personal and manly, but not too independent. There is a subtle flattery in showing appreciation of patronage, whether by letter or personal contact.

A good engraving house at little cost will reproduce

a one-page handwritten letter in a zinc etching that, when well printed upon your own letterhead, gives a very good effect and lessens the labor of writing.

Try it out on a postal and note results.

Booklets

Booklets on different departments can be made most interesting, but the subject matter should be worthy of the effort and cost. A few photos reproduced add dignity and effect.

Cuts loaned by friendly manufacturers are also very handy.

I would alternate the personal letters with well-written pamphlets.

Pamphlets

Pamphlets are too often underestimated. There is more room for elaboration than in newspaper space, and a freer style is easily attained. These should always be enclosed in envelopes, and while some methods may be cheaper, you will find mailing the most productive of results.

Recall your own experience of such matters, and you will admit that at least enough consideration is given a mailed missive to insure getting at the intention of it, and if it is well printed and worded with candor and force, you more than likely read every word of it.

But how much respect do you pay to the matter that is

COUNTER SLIPS

Olive Oil Imported For You

Olive Oil may be pure but nevertheless of inferior quality. High grade olive oil must be made from carefully selected olives, picked at just the right time and put through just the right processes in extracting the oil.

We have such an oil. It is the

LE TROIS CROIS

Its density, color, and flavor are just right. It is guaranteed pure and is just the sort of an olive oil you should insist upon having.

BRADSHAW

The Druggist

King Avenue Near Neil
Citz. 8318-8319 Bell N. 1726

Nail Brushes Hand Scrubs

These pure bristle brushes are solid back and water proof. The bristles are warranted to stay in. Brushes that will give you much satisfaction. Price, 10c. to \$1.00

MANICURE GOODS

Everything to help you keep your hands in excellent condition without going to a manicurist.

TOOTH BRUSHES

All prime bristle brushes—the kind that don't come out. 10c. to \$1.00.

BRADSHAW

The Druggist

King Avenue Near Neil
Citz. 8318-8319 Bell N. 1726

Two samples of counter slips. They are $2\frac{1}{2}$ by $5\frac{1}{2}$ inches in dimensions, and are well printed on light-blue paper, the type being a heavy shade of the same color.

The olive oil talk is good and should bring results.

The brush talk, while fairly good, will fail to convince many people that pure bristle tooth brushes can be sold at 10 cents. That little "10 cents" will discredit the whole talk.

thrown in your doorway? Then, too, the good housewife, who is disturbed from duties, is not usually in a very receptive frame of mind when she finds that she has "tidied up" just to receive a bit of advertising. There is, too, always the element of doubt as to how well or faithfully your printed matter is distributed.

To my mind, a cheaply printed "dodger" on poor paper and with poor ink is not only wasted money, to a large extent, but derogatory to the dignity of the drug business, no matter how well it is written.

A safe plan is to adopt the four-page pamphlet folded once or at most twice to envelope size, printed on a good quality of paper in one of the newer attractive type faces with good ink.

I would strongly urge choosing a particular shade and quality of paper with envelopes to match; also a type face and a shade of ink, and stick to them like grim death. Here, too, you can work in proper sized plates of your store slogan and your store signature. This soon becomes characteristic of your store, and the recognition of it is another link in the chain of confidence you are building up. Do not attempt or permit anything in the way of fancy borders or ornaments. If the type arrangement is not good enough to attract attention, such accessories won't help any. The title or heading in a larger size is all the scare head that is necessary, and the slogan could be confined to the other pages, rather than on the front page.

Throughout all your printed matter aim at dignity and force rather than ornamentation.

Leaflets

Another good advertising feature is the enclosure leaflet. Your newspaper will at little or perhaps no cost take your weekly advertisement out of the form and run you 500 or 1,000 copies on a fair quality of paper. Here again remember your color scheme.

On every specialty and special department of your store you should have leaflets printed.

Write up a series of them and have them all printed at once. It greatly reduces the expense. The same is true of your pamphlets.

Keep them down to envelope size with a proper blank margin.

No parcel, letter or statement should leave your store without one or more of these enclosure slips. They bring results.

Worth While

One cheap and effective bit of advertising is often overlooked. I refer to the blank sides of your packaged drugs, where they are sold in cartons. Another is the counter envelope, in which post cards and other counter trifles are enclosed. These should carry some pithy short talk on your store, and some one specialty.

“Ready Made”

There are systems of “ready made” drug store advertising offered by so-called experts in the form of monthly papers, display cards, booklets, etc.

The display cards are often well gotten up, but there is a lack of specific application. They do not fit your store, or rather they fit any other equally as well.

For all the extra cost, original cards that fit you and your business are more productive.

The store papers are necessarily very much machine made, and entirely lack personality and vitality. While they certainly are better than nothing, you can get so much better results with the same money from original work that the subject is hardly debatable.

The store paper can be made a very vital affair, if one has a taste for the work, and the expense can be materially lessened by securing advertising from neighboring stores which do not conflict. It must be newsy and interesting, but is a field to which few retailers have the taste and ability to do full justice.

Calendars

Calendars are doubtful advertising for a drug business, since you can hardly hope to compete with the big users, and it is human nature to retain the most attractive. If you are sure of their being used for twelve months, it might be profitable.

Visitors

AT THE FAIR

will find "Rochester's"
a convenient place to
stop and have a soda—
We have all the new
dishes and all the pop-
ular flavors.

Rochester's is Con-
venient—why? Because
it is right on the corner of
Ottawa's two Busiest
Streets. It is a transfer
point and all cars pass
the door.



J. L. ROCHESTER, LTD.

DRUGGIST

**Cor. Bank and Sparks Streets,
OTTAWA.**

DELAYS ARE DANGEROUS

MOST every prescription is wanted
in a hurry, but there are often delays
because there is such a great variety
of drugs, chemicals and preparations
that only a few drug stores can carry
a very comprehensive stock. One of
the advantages in bringing your pres-
criptions to our dependable store is
that you will get exactly what the
prescription calls for without unneces-
sary delay, and our prices are always
reasonable, considering the superior
drug service rendered.

COWLES DRUG STORE

Phone 3225

Seasonable, pertinent and well
written.

A good point well brought out.
Set-up might be improved.

Almanacs

Almanacs, cook books, etc., are valuable just in proportion to the amount of space you have for your own store publicity. To get up an original book is too expensive for a small store, unless you can get a number of pages of outside advertising, and entails a lot of work. The same effort put into general publicity that is more spread over the year should pay better. Some good annual books are gotten up at comparatively small cost by publishing houses, where a fair number of whole and half pages are available for original talk. This, too, permits of buying only the number you need.

Free Advertising Helps

It is hardly necessary to discuss the use of advertising matter furnished by manufacturers, but there is one feature that demands your attention.

Do not permit your store to be a free distributor of advertising for patent medicines of doubtful honesty and quality and still more doubtful profit. Remember, the nearer it approaches the fake class the more generous the advertising. Naturally they will be delighted to print your name on their publicity, thereby gaining your tacit endorsement and entry to homes that would not tolerate it if the real standing of the goods were known.

But if the goods are right and your interests are

reasonably safeguarded, use all the advertising you can secure, and give the manufacturer every coöperation. Don't forget that if it pays the manufacturer it will pay you even better to send out original advertising of your own.

The proportioning of your advertising allowance between the different avenues is a matter of difficult decision and must be decided largely by your business environment, taking due cognizance of the habit of your competitors. On a broad basis, where both newspaper and direct advertising are available, a safe proportion to start on would be 40 per cent in newspapers and 60 per cent in the direct forms of publicity.

Do not, however, take it too readily for granted that the trade enjoyed by competitors is theirs by divine right. You have a just claim on any business you can secure, and you cannot secure it without going after it.

That excellent but at all times expensive teacher, Experience, is a most valuable guide, and it is most useful, as you keep tab and record results from the different efforts.

One Thing at a Time

This touches the weakness of most drug advertising. There is a constant desire to crowd a lot of things into each bit of printed matter.

Don't do it.

You will need all your thought and brains to get out

effective work on one subject or article at a time. Scatter your ammunition and you waste the results.

Plan Ahead

Make a schedule before the beginning of the year of what you propose doing, both in general and direct advertising. Lay out the seasonable things for the months most suitable and then fill in the blanks with the lines that fit any season.

Keep a scrap book of all your past efforts and any other pertinent printed matter. They serve as guides for improvement, and the experience of results is also most valuable.

Get your stuff written up at least three months ahead, and revise and revise it. Don't be too easily satisfied.

Plan what you want to do, and then if necessary trim it down to suit your purpose, after you have your printing estimates and space rates. Don't forget to count all your expense, including postage and other incidentals.

It is always wise to leave yourself a little leeway inside your full appropriation. Exceptional advertising opportunities may present themselves. You might be tempted to go beyond your stated amount when such a course would be unwise. Leave a little space at the neck of the bottle.

Don't forget that \$500.00 spread over twelve months will bring many times the results from the same money spent in three months and nothing for the balance.

Hair Brushes

When you are buying a Brush, buy one that will give satisfaction. A poor brush costs more in the end. We carry a large stock and would call your attention to a remarkably fine Brush with

Splendid Bristles on a Rubber Pad

This new style is rapidly taking the place of the old idea. Each Brush has a handsomely polished back. Prices \$2, \$1.75, \$1.25 and \$1.

CYRUS H. BOWES

Chemist

1228 Government Street

Tels. 425 and 450

Argument excellent. Should sell the goods. Always well to name prices.

Why Buy Poor Per- fumes When Good Ones Cost So Little?

One thing in particular is noticeable about our stock of Perfumes and that is the absence of unworthy makes. They are positively excluded. Another thing just as noticeable is the moderate way everything has been priced. Come and see our new fall stock.

E. A. Robertson

DRUGGIST AND OPTICIAN

12 Wellington St. Phone 108.

This good talk would be stronger if some special odor was featured.

Steam Up

It is hard sometimes to keep steamed up to the point of constant effort, and easier to let things slide and take what comes. But if you want to increase your profits you can do it with less effort and expense by a carefully planned and faithfully executed advertising campaign than in any other way.

But don't forget for a moment that the best publicity in the world may not make money for you unless you have everything working in harmony. Advertising is not a thing apart from your business. On the contrary, it is the very essence of your business, and every employee of your store should be in constant touch with it, offering suggestions, relating remarks made by your customers, pushing the goods being advertised and keeping them displayed in your windows and on your showcases.

An advertising campaign earnestly undertaken and faithfully carried out will improve your store service and your profits simply from the extra effort made to live up to it and to make that advertising productive.

Don't say you are too busy to undertake the work and that your business demands too much of your time. That is the best reason in the world why you would be wise to employ competent assistance, so that you may have more time for supervision and expansion.

Advertising is the very instrument that will permit

you to get your nose away from the grindstone, at the same time increasing your revenue.

Honest advertising, backed by enthusiastic salesmanship, will bring many times the results when not so backed up in your store.

Enthusiastic, earnest, energetic salesmanship should be doubly productive when assisted by good advertising.

And don't plunge. Don't get the idea that you can go out and finish the job by a big splurge and splash. It is the steady grind that counts in business, as in salesmanship.

Finally, advertising a good drug business by honest, conservative methods is not speculation. It is just as legitimate an investment as modern store fixtures, good lighting and good windows, for they, too, are advertising, in their way.

Direct and control your business, rather than let it direct and control you.

NATIONALLY ADVERTISED LINES

The very fact that the well advertised lines are those in sharpest demand is the greatest argument that can be adduced to convince you that it pays you to advertise your own business.

It is also a fact that lines in sharp demand at the same ratio of profit are proportionately more profitable to handle, on account of the quicker turnover. Even if an article bears 500 per cent profit, you cannot make any

money on it until you sell it. Dead stock on your shelves is a loss in the way of inactive capital.

This is not a sermon on the purchase of stock, but there is one plan so old and so fallacious as hardly to need discouraging. I refer to the habit of buying an unnecessary quantity of goods on the promise of a certain amount of local advertising over your name.

You may be sure the promoter is playing a safe game and you taking all the risks. When the demand stops, this sort of goods is the deadest kind of dead stock. In the case of patent medicines, your name under the advertisement may be the best thing that can be said of it.

You may be forced to handle a certain amount of doubtful stuff, but it should be bought in minimum quantities.

Both you and your customer have a right to know a good deal about the quality and intrinsic value of packaged medicine before you become an active ally in its sale.

I may be considered skeptical on this subject, but it is my firm conviction that the drug trade will not begin to make any real progress until they realize of how little financial importance the old-time patent medicine business is to them.

The drug business offers splendid opportunities for exploitation by advertising, but the retailer himself is the man to do the exploiting and advertising. In the past the patent interests have certainly exploited the retail drug trade as if they were a lot of unthinking dummies. It is time to graduate from the slot-machine class and cease being the cat picking chestnuts out of the fire for

those who have never for one moment considered your interests or safeguarded your profits.

Experienced proprietary medicine advertisers know that the drug trade are becoming harder to exploit; they are learning properly to respect the professional or service side of the honest pharmacist, due in no little measure to a greater appreciation by the craft of their duty to their patrons.

There are plenty of lines that are honest and honestly advertised, and in which your interests are protected, and every year will see that list materially enlarged.

To such it seems your privilege to give your hearty support and assistance.

Those lines of honest merit that are promoted in a coöperative spirit, giving due credit to you for your share in finding the local market, are worthy of your effort to assist the manufacturer to secure your market, provided he protects your present and future profit.

The jobber has but little place in the modern methods of merchandising a trade-marked article beyond passing along the goods, and his field is becoming more and more confined to certain lines of supplies.

Through good local advertising the retailer is strengthening his position and making himself more independent of those lines whose sale is not in his best interests.

It was advertising that created most of the evils of the retailer's position, and it is through that same weapon that a strong defense can be effected and maintained.

To a retailer with an ambition to break into the wider

field and exploit some article of real merit, I would say, ponder it well. Time was when such goods could be safely placed on a comparatively small investment, but that time is past.

If you have fifty to seventy-five thousand dollars on which you are willing to take a chance, the field is inviting, but if your capital is limited, you will almost surely be wiped out just short of success.

A limited area can be tried out on a small investment in a conservative way, and if your article makes reasonable headway you may be encouraged to expand your field with caution.

The proposition is so complex and baffling that the only wise course is to consult one of the best advertising agencies in the country. They know the field, know the failures, and will be in a position to advise you safely.

No good agency would spend your money for you on a fighting chance. If it is not a good business investment, you hardly desire to undertake a pure gamble.

Advertising is governed by certain well defined laws born of experience, and unless your proposition conforms to the reasonable requirements of success, don't undertake it.

Following are a few sample all-type drug store advertisements showing thoughtful use of small space. Throughout this entire work special emphasis is made on illustrated advertisements. The following samples show what can be done with plain type. Under ordinary merchandising conditions advertisements of this order should produce good results.

AT JASPER'S IT IS GOOD

Expert Dispensing

Even an expert cannot properly execute your physician's commands unless he has the very best material and equipment to work with.

Best Materials

Every prescription brought to us is recognized as a sacred trust and we realize the fact that someone's health and perhaps life is placed in our hands.

Perfect Equipment

No deviation from the strict line "the best in medicine is none too good" is ever permitted in our store. If we do not have what your doctor orders we will frankly tell you in case we cannot immediately procure it.

Prompt Service

is an important feature in prescription work and we will deliver as fast as is consistent with safety in dispensing.

Bring Your Prescriptions to Me

and you will know you are taking no possible chances and have no after regrets

JASPER

The QUALITY DRUGGIST

A clean "straight to the point" talk. Well balanced. Note the display lines.

AT JASPER'S IT IS GOOD

R_x

means simply

"Take Thou"

It does not mean to put in the nearest thing that happens to be in stock.

The cabalistic sign is

An Imperative Command

and admits of no deviation from the written word laid down.

When you bring your prescriptions to me you can rest confident that no precaution will be neglected, and your sick one will have all the advantage that expert knowledge, experienced skill, the purest materials and honest methods can produce.

Bring Your Prescriptions to Me

And you will know you are getting the very best.

JASPER

THE QUALITY DRUGGIST

A strong prescription advertisement. One calculated to inspire confidence.

AT JASPER'S IT IS GOOD

GOOD FLAVORINGS ARE STILL MADE

When you buy flavorings don't judge the price by the size of the bottle.

The better test is how much ice cream or cake will a teaspoon flavor properly.

Taste of the flavor itself is of equal importance.

We would not sell you a flavor unless we knew it was honestly made and true to the original.

True, concentrated flavorings are cheaper, better and more wholesome.

Try our flavorings. That will settle the question.

JASPER
THE QUALITY DRUGGIST

Quality and economy is the keynote of this advertisement. A good drawing of a neat bottle held in a hand would serve as a forcible illustration.

AT JASPER'S IT IS GOOD

An Unusual Bargain

When I offer you a special price on anything you will get just exactly the value claimed for it.

When I get a good bargain, you are welcome to it.

Manufacturer's End Season Lot of Fine Candies

The manufacturer had an overstock. With his name on, they sell for 60 cents the pound.

This lot are the same goods, put up in a special box and we can sell them to you at a quarter.

Saves You 35 Cents a Box

I do not expect to sell this quality again at this price.

Saturday, as long as they last.

Jasper

The Quality Druggist

Note the display lines—"Bargain
—Candies—Price."

AT JASPER'S IT IS GOOD

"Try This One!"

You like to hand your friend a cigar that leaves an impression of your good judgment of the weed.

Jasper's Dulcamara

is made from very carefully selected filler, with a wrapper that does not frazzle and unroll.

Dulcamara Cigars have that rich flavor that makes an after dinner smoke a real pleasure.

Three for a quarter—special price
by the box.

Jasper

The Quality Druggist

(Good argument in small space.)

AT JASPER'S IT IS GOOD

SPICES LIKE YOU USED TO GET

In these days of
xpert adulteration
it is refreshing to
get real good spices.

It is true the price
may be lower, but
is it worth while?

IF YOU WANT PURE SPICES

call and see me.

The prices, too,
will surprise you.

JASPER

THE QUALITY DRUGGIST

Well displayed—strong talk—good
argument.

AT JASPER'S IT IS GOOD

Pure Groud Peppers

When you buy Jasper
ground pepper, whether
white, black or cayenne,
you get nothing but pep-
per.

Ground bone, oyster
shells or cocoanut husks
are not good seasonings.

I want to get you into
the habit of buying pure
spices and flavorings.

They cost you no more
in the end.

Jasper

The Quality Druggist

Quality, trade-making talk. Alter-
nate bargain ads with quality and
service talks.

AT JASPER'S IT IS GOOD

A Brush **Bargain**

We will offer Friday and Saturday a line of brushes, Hair, Tooth, Nail and Scrub—all genuine bristles.

They were used for one trip as samples by the manufacturers' salesmen and were hardly fresh enough to send out on orders.

I Bought the Whole Lot

and am in a position to sell them at less than half the regular price.

We will gladly explain to you how to detect imitation Bristles.

Early buyers get the best choice.

JASPER
THE QUALITY DRUGGIST

What do you see? "A Brush Bargain at Jasper's." That is what you want seen.

AT JASPER'S IT IS GOOD

Don't Judge Flavorings by the Label on the Bottle

You cannot get away from nature's law of supply and demand. If you demand a big bottle at a small price, you can get it all right, but you cannot expect the quality to be there.

Use Jasper's Concentrated True - to - Name Flavorings

They are cheaper to use, but in cooking be sure to use less than with the ordinary kinds.

I want you to know the difference in value between Jasper Flavorings and the diluted, bulky goods.

It will pay you to pay me.

Jasper

The Quality Druggist

More good flavoring talks. Sincerity is brought out in this adv.

PART VIII

ADVERTISING A NATIONAL BRAND OF SOAP

BY CHARLES S. PEARCE

Director of Sales and Advertiser, B. J. Johnson Soap Company

History

Prior to 1876 advertising, as applied to soap and as understood to-day, was practically unknown. While the organization of some of the larger manufacturers may have been more perfected, the usual method was for the manufacturer to make up a certain amount of soap in a certain weight and go out and sell it to the jobbers on price, weight, quality and appearance. The jobber in turn sold this soap to his customers. The task of the manufacturer was over when he had collected his money from the jobber. The more enterprising manufacturers attempted to increase this business by putting out this soap in new weights, attractive wrappers and catchy names, and all took advantage of any successes their competitors might have, by putting out a brand as much like the successful one as possible in weight and appearance. As a result, each manufacturer, with his own brands and the copies of the successes of his competitors, soon had a multiplicity

of brands, none of which were worth very much from the standpoint of a trade name.

About 1876 Procter & Gamble, of Cincinnati, started advertising Ivory Soap and Lenox Soap in a national way, taking advantage of magazine and newspaper space. Their present position as the largest soap manufacturers in America is the best testimonial of the success of advertising as applied to the soap industry.

In the early history of soap advertising the purpose was twofold: first, to convince the people that they should buy soap rather than make it themselves; second, to convince them that they should use some particular brand of soap instead of another kind they have been accustomed to using.

The first purpose has practically been fully realized, as the old-fashioned custom of home soap making is nearly obsolete. The second purpose is the underlying motive of all advertising. Inasmuch as some kind of soap is today used daily by everyone, the problem before the manufacturer who wishes to increase his trade is that of convincing a certain portion of the public that they should use his brand instead of some other.

This has been accomplished through advertising to the extent that the names of certain soaps are worth fortunes. The constant reminding of the public in connection with consistent uniform high quality of these brands has produced a confidence and satisfaction that is one of the greatest assets of the owners.

As in the early days there has been a tendency on the part of many manufacturers to try to take advantage of advertised successes by putting out a similar article and



The Final Soap Is Palmolive

After 36 years of experience we've produced in Palmolive the best soap on the market.

There are hundreds of merely good soaps. Yet no other soap compares with Palmolive. If you don't buy it now you'll use it sometime at a neighbor's. It's the soap you, too, will get eventually. There is no doubt about that. Palmolive commands the largest sale of all soaps selling for 10c and more. Isn't the soap that the most women use the soap you want to try?

An Attractive Combination of Good Cuts
and Well Written Copy, Neatly
Displayed.

Prepared and Placed by Lord & Thomas,
Chicago.

Our Oils Come From the Orient

We send 10,000 miles to get the oils of olives and palms for this soap. Nothing else does so much for the skin. Then we employ a special process and get our perfect blend. Palmolive is free from raw alkali.

So the natural oils of the skin are preserved. Thousands of babies are bathed with it daily. So you know it cannot harm your skin, no matter how delicate.

Those who use merely good soap simply don't know the vast difference.

Palmolive is more than mere soap. Merely good soaps lack its daintiness—its refinement and charm.

No Artificial Color

That fresh, cool green color is nature's

own green—due to the vegetable oils—nothing else. The odor suggests a breath of nature—not artificial perfume.

The cake is milled to compactness and wears away slowly. Yet it lathers quickest and easiest. It softens the hardest of water.

If you don't know this soap you are missing the best soap on the market.

Buy your first cake of your dealer today or send 4c in stamps for a generous sample cake and our book, "The Easy Way to Beauty."

Decide if Palmolive isn't the soap you want to use in the future.

Price 15c the cake at all department stores, drug stores, etc.

B. J. Johnson Soap Company, 600 Foster Street, Milwaukee, Wis.



selling a little more cheaply to take part of the trade. As a matter of history, however, these attempts seem to have been uniformly unsuccessful and served to strengthen the original article rather than the imitation.

The successes in advertised soaps have been brands that differed in some particular from those already on the market rather than resembled them. A glance at the following list of successes will readily suggest the differences that have been taken advantage of in their advertising.

Ivory	Floating soap
Palmolive	Made from palm and olive oils
Lenox	Yellow laundry soap
Gold Dust.....	Washing Powder
Pears' Soap.....	Transparent soap
Packard's Tar.....	Contains tar
Sapolio	Scouring soap
Old Dutch Cleanser.....	Scouring powder
Fels Naphtha.....	Contains naphtha
Galvanic	White laundry soap

Bringing the subject up to the present day, the various classes of products which may be considered under the broad head of soaps, with names of some of the typifying brands, are:

Floating Soaps.....	Ivory, Fairy
Toilet Soaps.....	Palmolive, Pears, Cuticura, Jap Rose, Cashmere Bouquet

I want every reader of THE LADIES' HOME JOURNAL to try Palmolive, so I'll Pay Your Dealer for a full size cake of this soap myself

CUT out the coupon in this advertisement.
Take it to your dealer and he will give you a full size cake of my famous Palmolive soap absolutely free of charge.
You will find it delightfully soothing and invigorating—no matter how tender your skin may be. (Many physicians recommend it for use in bathing infants.)
You may be astonished at this truly astounding offer.
For—considering the millions of people who will read this advertisement and avail themselves of my offer—there must be some good, sound reason why I can afford to make it.

It is based upon this one fact.
I believe Palmolive soap to be the best soap on the market, regardless of cost. Millions of people are using it daily, and will use no other.
It has the largest sale of any high grade toilet soap.
My experience has been that if I once induce a person to try Palmolive soap they continue to use it.

This is the only reason why I can afford to buy for you and the thousands of other people who will accept my offer, a cake of Palmolive soap at your dealers.

It might take months of expensive advertising to induce you to buy a cake of Palmolive. I am, therefore, simply spending the thousands of dollars that I would otherwise be compelled to spend in advertising to buy you your first cake of Palmolive. For I know I will accomplish immediately what would otherwise consume months and possibly years of time and more money than this will cost me, although the expense of this offer will be tremendous.

I am sincere in this offer, and I want every reader of THE LADIES' HOME JOURNAL to avail themselves of it.

In case your dealer does not carry it, just drop me a postal card and I will give you the name of some dealer in your town where you can secure a cake.

To the many thousands who are constant users of Palmolive soap I ask that they see that some friend of theirs who is not a reader of THE LADIES' HOME JOURNAL and who is not using Palmolive soap gets a cake.

We know that everyone who is now a user of Palmolive soap will be delighted to cooperate with us in this.

When you take the coupon to your dealer he will remove the black and gold band around the cake of Palmolive and attach it to the coupon. For only in this way can he redeem the coupon from me.

So you will understand when you see him remove the band from the package, that he is doing it so that he will be sure to get paid for the soap by me.

Please do not feel under the least obligation in accepting this offer, as my sole wish in making it is to have you try Palmolive soap.

I am entirely willing to leave it to you to decide—after having tried Palmolive—whether you will continue to use it or not.

Perfection in Toilet Soap

I have been making soap for 36 years and since Palmolive was first conceived it has been my constant aim to improve the quality. With all my experience I do not see how it could be improved.

It is not only delightfully soothing and refreshing to the skin, but it lathers freely in the hardest water, and you will say that you never need a more pleasant or a more agreeable soap in your toilet.

Palmolive contains no free alkali.

It will restore the roughest skin to its natural softness and beauty, and the most delicate skin is kept soft and smooth with Palmolive.

Thousands of infants would, if they could, testify to its purity. As a cleanser Palmolive is very effective. Yet it is more dainty and fragrant than other soaps.

Made from Palm and Olive Oils

Palmolive is made from Palm and Olive oils which I bring over 10,000 miles from the Orient. That is why I call it Palmolive.

Oriental women are famed for their superb complexions, because for centuries they have used these oils for their toilet.

I employ a special process in making Palmolive to get a perfect blend, so that the beneficial effects from these oils are multiplied over and over.

The odor of Palmolive is wholesome and fragrant. The dainty perfume I use (my own manufacture) blends perfectly with these oils, so that the result is a beautiful Oriental fragrance—pleasant—yet delicate—subtle.

For All Toilet Uses

A Palmolive shampoo gives the hair a beautiful lustre. The rich velvety lather which you can produce in the hardest water stimulates the oil cells and sends a warm glow to the scalp.

Palmolive is doubly refreshing in the bath. It is delightfully soothing and leaves the skin soft and clear.

Palmolive is very effective in manicuring. It softens the cuticle perfectly.

When you have tried Palmolive I know you will decide to use it permanently. So I ask you to take advantage of my offer at once.

I want you to learn how good a good soap can be.

I know that if you do this you will continue to use it permanently.

← Here is the Free Coupon

Cut it out now.

Take it to any dealer who sells soap and get a full size cake of Palmolive.

There will be no charge whatever.

Compare it with all other toilet soaps you know.

After you get your cake of Palmolive remember to send to me for my free book "The Easy Way to Beauty."

Calder Johnson
President
B. J. Johnson Soap Co.,
Milwaukee, Wis.

COUPON

To Readers of The Ladies' Home Journal: Take this coupon, properly filled out, with your name and address, to your local dealer and receive a full size cake of Palmolive soap free of charge. If your dealer has no Palmolive, write direct to me and I will give you the name of one who has.

To the Dealer: I will return this coupon at 10 cents cash (Cash, 15¢ cent), or replace the soap at your option, when coupon is properly filled out as stated above and returned to me.

N.B.—Each coupon must be stamped by the early postmarking it and must be accompanied by that part of the black band about Palmolive wrapper bearing the words "Palmolive" in gold letters. Do not deliver more than one cake to any individual. No previous notice or action by direct from us is necessary in order to return this coupon.

CALDER E. JOHNSON, Pres.

B. J. JOHNSON SOAP CO.,
282 FORT ST., MILWAUKEE, WIS.
This Coupon is H. J. No. 1, 1909.
This certifies that my dealer has delivered

SAMPLE COUPON

Name _____

NOT REDEEMABLE.

City _____

This coupon is redeemable at any store where soap is sold.

DEALER

Remove black band before giving and attach to coupon with rubber band.

Here is the \$7,000, 4 color page advertisement which appeared in The Ladies' Home Journal with free soap offer. One, along similar lines appeared in Saturday Evening Post, that distributed nearly 200,000 cakes of Palmolive Soap. Advertising and merchandising experts admitted it to be the most daring move ever made to increase the sales of a high grade toilet soap.



White—Whiter—Whitest

Many soaps are almost white, some are still whiter, but only one is whitest—Fairy Soap—the handy, floating, oval cake. The reason is the quality of fats and oils used—Fairy Soap is made from edible products—with no dyes, high perfumes or adulterations to deceive the eye or delude the sense of smell. Fairy Soap is honest soap—all the way through. Its price, five cents, is not the measure of its quality.

THE N. K. FAIRBANK COMPANY
CHICAGO

"Have You a Little 'Fairy' in Your Home?"



Typical and Attractive Advertisement of the N. K. Fairbank Co.



One thing very much in favor of the chamois gloves which are so popular nowadays, is that they are easily cleaned.

Make a strong suds of Ivory Soap and tepid water. Put the gloves on your hands and proceed, just as you would if you were washing your hands. Rub the soiled parts, especially the finger tips, with a sponge or wash-cloth. Let the gloves dry on the hands. If that is too much trouble, hang them up to dry in a closet or a dark room.

Silk and lisle gloves are as easily cleaned as chamois gloves; and the method is the same.

The cleaning of gloves is only one of scores of uses for which Ivory Soap is better adapted than any other soap. And the reason is this: Ivory Soap is pure. It cleans but it does not injure.

Ivory Soap 99⁴⁴/₁₀₀ Per Cent. Pure.

This Illustration and Copy Should Make an Appeal to Every Woman.

Yellow Laundry Soaps...Fels Naphtha, Lenox, Santa
Claus
White Laundry Soaps...Galvanic, Sunny Monday, Crys-
tal White
Washing Powder.....Gold Dust.
CleansersSapolio, Old Dutch Cleanser

The forms of advertising applied to soap products include practically every modern kind of publicity. The more generally used may be named as follows:

Newspapers, magazines, billboards, painted bulletins and walls, street cars, sampling and house to house distribution of literature, coupons entitling the holder to a free package or cake upon presentation of coupon to local retailer, canvassing from house to house for orders which are turned over to the local dealer to fill, premiums given for the return of the wrappers to the manufacturer, window displays and signs.

Magazine advertising has been more generally used for toilet soaps, washing powder and cleansers than for laundry soap. On account of the widespread circulation of the great periodicals they are not considered generally except after a national distribution for the article has been secured. There are some notable exceptions to the rule, however, in which distribution was secured through consistent advertising in magazines followed up by thorough mail solicitations on the trade. Palmolive is a good example of this.



Poor soap causes most skin trouble.
It *deposits* as much as it *removes*.
You can see a whitish deposit in the
lather before it goes into your *pores*.

JAP ROSE

bubbly transparent lather is entirely liquid. It washes *in* and washes *out*. It takes all dirt and perspiration *with it* but leaves not an atom of anything *behind*.
After you purify your pores with JAP ROSE Soap, body vapors can get *out*. Fresh air can get *in*. Blemishes from irritations go. Rosy color from good circulation comes.
There isn't any curing power like Nature. The first step toward a good complexion is to remove the causes of a *bad* one.

Stop using injurious opaque soaps. Start using transparent

JAP ROSE

10c "The Bubble-Bath Soap" 10c

Special Trial Offer We will send a fifty piece puzzle picture and a sample cake of Jap Rose Soap for the name of your dealer and ten cents in stamps. If your dealer cannot supply you with Jap Rose, send us his name and ten cents and we will send you a full size cake.

James S. Kirk & Company
263 N. Water Street, Chicago, Ill.

A Beautiful Illustration in Conjunction with Copy Makes an Unusually Attractive Display.



Halley's Comet
*brightens the skies once
in seventy-five years*

But Every Day
*the earth is
brightened
by*



SAPOLIO
Works Without Waste

Another of the Attractive Sapolio Advertisements.

SAPOLIO



Mary, Mary, quite contrary,
How does your housework go?
With greatest ease, sir, if you please,
I use Sapolio!

One of the Many Unique and Effective Sapolio Advertisements.

Practically all the other forms of advertising applied to soap are applicable either to localities or in a general campaign covering a large territory or even the whole country. Newspapers are perhaps the most usual method of carrying on local advertising. Generally several of the methods enumerated are used in connection with an advertised soap product.

Copy

The forms of copy are so widely diversified as to be almost incapable of classification.

Illustrated advertisements have been a very usual form of soap advertising. The illustrations may be for one of several purposes.

(1) To illustrate or emphasize some particular use of the soap.

(2) To familiarize the public with a trade-mark figure used on the package.

(3) To impress a specially claimed virtue or medicinal quality.

(4) To take advantage of some event in the public eye and attempt so to connect the two that the sight or reference to the event will suggest the advertised article.

(5) The use of odd or grotesque figures for the purpose of attracting the attention but really suggesting no particular quality or use of the article.

(6) To impress through suggestion a quality as, for example, white color and purity.

Your Bathroom

can easily be kept as clean as the operating room of the world's greatest surgeon.

Hospitals now prefer Old Dutch Cleanser because it is clean and hygienic—absolutely free of caustic, acid or alkali.



Old Dutch Cleanser

will clean, scrub, scour and polish everything anywhere in your house. A single trial always convinces. Try the experiment on your bath-tub:

Sprinkle with Old Dutch Cleanser and rub the surface with a brush or coarse cloth; then wash off with clean, warm water.

This keeps the bath clean and fresh looking and removes the discolorations which are impossible to remove by any other means. Metal tubs are cleaned in the same manner.

The Large Sifter-Can gives Full Directions and Many Uses **10^c**

Sample of the Unique and Successful Copy Used to Advertise Old Dutch Cleanser.

(7) To impress upon the public the appearance of the package.

Text of Advertisements

All kinds of appeals to the public have been made in soap advertising, ranging from extravagant medicinal claims to the more sane reason copy telling why the brand advertised is good from the standpoints of ingredients, purity, etc., or simply statements of what it is claimed it will accomplish not common to its competition.

Verses in copy were more commonly used in the past, Sapolio Spotless Town series probably having been the most characteristic copy of this kind. Verses are still used by this advertiser to some extent.

The constant reproduction of a trade-mark or package or of figures as the famous Gold Dust Twins is followed consistently by many extensive advertisers. The reproduction of the package itself probably does not excite so much general public comment as the figure trade-mark, but the constant impression of the appearance of the package on the mind of the consumer has a value that cannot be overestimated.

The popularly called "Reason Why" copy, as its name suggests, is an attempt to present logical but simple, easily understood arguments why the particular brand should be used by the reader of the advertisement.

DISFIGURING ERUPTIONS



Speedily Yield to CUTICURA Soap and Ointment

Cuticura Soap, assisted when necessary by Cuticura Ointment, not only preserves, purifies and beautifies the skin, scalp, hair and hands, from infancy to age, but tends to prevent clogging of the pores, the common cause of pimples, blackheads, inflammation, irritation, redness and roughness, and other unsightly and annoying conditions.

Sold throughout the world. Depots: London, 27, Charterhouse Sq.; Paris, 10, Rue de la Chaussée d'Antin; Australia, R. Towns & Co., Sydney; India, B. K. Paul, Calcutta; China, Hong Kong Drug Co.; Japan, Maruya, Ltd., Tokio; So. Africa, Lennon, Ltd., Cape Town, etc.; U. S. A., Potter Drug & Chem. Corp., Sole Props., 133 Columbus Ave., Boston.
 42 Post-free, 32-page Cuticura Booklet, giving Instruction for the Best Care of Skin, Scalp and Hair.

A Drawing Which Should Attract Attention.

Selling Plan Copy

This line of copy may be defined as copy designed to effect sales as a direct immediate result of the advertisement. It may be distinguished from the general form of copy in that the latter is aimed to create a desire to purchase which may be exercised at any time or way. It may be divided into two subdivisions:

(1) Mail order copy, designed to induce the reader to send an order direct to the advertiser.

(2) Copy designed to create an immediate response on the dealer either in a certain locality as newspaper advertisement or the whole country as magazine advertisement. The use of this last class of copy involves a thorough sales organization in order to effect a distribution in the local stores, and the sales work is undertaken in preparation for the appearance of the advertisement weeks or even months before the appearance of the advertisement. This kind of copy with a good sales organization has been used with good results in gaining a quick distribution that might be obtained by continued general publicity copy but not so quickly.

The sales organization expense, the circularizing of the trade, the cost of printing quantities of circular matter, the cost of the space itself, the redemption of coupons or whatever other inducement is held out to the consumer are all items involving large expense and should all be carefully estimated by the advertiser before entering into a campaign of this sort.



For dishes

Grandma is
so much more
convenient
than bar soap

It is powdered, dissolves instantly, reaches every speck and spot. It cuts the grease as no bar soap will.

It is made of pure soap and pure borax, scientifically blended.

You can use
Grandma regularly,
constantly

It is the kind of soap a woman needs a dozen times a day.

Try it and you will never go back to bar soap and washing powders.

Get a package today

THE GLOBE SOAP COMPANY, Cincinnati, Ohio
Makers of Export Borax Soap—the borax *bar* soap

5c
also
larger
size

Look for the
message to you
on the back of
every package.



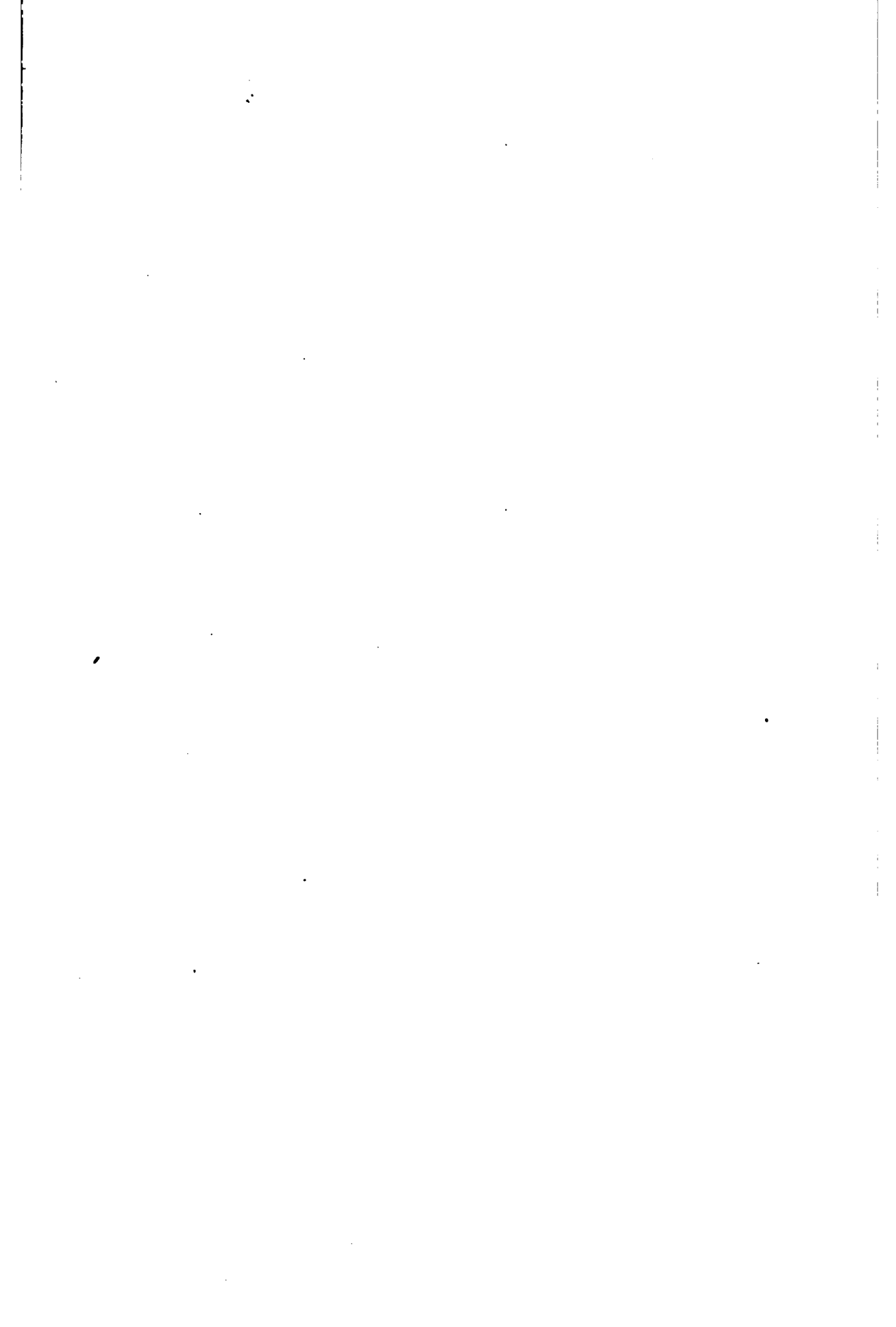
GRANDMA
the borax powdered soap

Showing the Usual Style Both as
to Illustration and Copy Used
by Above Concern.

Difficulties of Soap Advertising

The principal obstacle encountered by the manufacturer who wishes to advertise a soap is the small margin between the actual cost of production and the selling price as established by other soaps of the same class. This is more evident in laundry soaps than in toilets, as it has become a firmly established idea in the minds of both consumers and dealers that 5 cents per cake is the limit in price for a cake of laundry soap. The manufacturer must figure his costs very carefully in order to leave a fund available for advertising. Retailers' and jobbers' profits are practically standard. The cost of material, labor and freight are primary costs on all manufactured articles. Overhead expenses, selling expenses, profit and advertising must be included in the residue and these four can be shifted and readjusted to some extent as matters of management. Even when a proper adjustment seems to be effected a fluctuation in the costs of materials or labor may mean a complete rearrangement. A complete cessation of advertising on account of such a readjustment invariably means the loss of much valuable ground. In common with the publicity of other articles there must be a continuous consistent policy in soap advertising in making the campaign a permanent success. A general opinion exists among advertising men that laundry soap is one of the

hardest articles to advertise successfully. Toilet soap is perhaps easier, in that the margin for selling and advertising is larger, particularly in the higher priced toilet soaps.



PART IX

ADVERTISING STOVES AND RANGES

By C. A. EDDY

Advertising Manager Detroit Stove Works

Advertising to sell stoves should be just as clearly written, just as descriptive and just as interesting as the advertising for any commodity made.

While it is a fact that stoves are a necessary commodity used in the home, similar to furniture or anything else that is needed to make the home comfortable, still this does not mean that the advertising should not be of such a nature that it will cause a desire in the reader's mind to own it. In fact, the best kind of advertising does this, whether it advertises stoves or anything else.

The real aim of all advertising, of course, is to sell goods, but when you bring to mind some of the stove advertising appearing in the various papers it seems as if the writer of the advertisements did either not give sufficient thought to what was being advertised or else assumed that people knew about the articles advertised, and that all that was necessary was to give them a gentle reminder.

Preparing Copy

The best plan, in writing a stove advertisement, is to assume that people know practically nothing about the stove which you are trying to sell. It all depends, of course, upon the space used as to how much detail the advertisement can take up; but it is true that sufficient space should be used so that not only the essential features of the stove can be mentioned, but that room be given for an attractive cut and the price of the stove advertised.

Many men, especially dealers who are not proficient in the art of writing advertisements, but do so for their own convenience, make the mistake of feeling they must say something witty and clever or they will not have a good advertisement. They do not realize the fact that "advertising" is selling goods, and the most effective advertisements are those written as closely as possible to the way a salesman would sell a stove on the floor.

If a dealer in writing an advertisement would bear in mind that it is not wit or cleverness that sells goods, but essential facts, he would find it easier to write advertising and would find his advertisements far more effective.

A difference of opinion exists among many good advertising men as to just the kind of illustration that should be shown in connection with a good stove advertisement. Some men of experience cling to the idea that cuts of the stoves the dealer desires to push are all that is necessary. On the other hand, many successful advertisers have found



A Jewel Steel Range Reduces Labor in the Kitchen

Because designed from a knowledge of household demands—a Range of many conveniences. Large baking oven, broad top, roomy warming oven—everything "right at your hand"—saves many steps. Plain finish, easy to keep clean and tidy. Every unit of heat from the fuel goes to the cooking and baking—saves many dollars. It's the best, neatest, finest Range we can build from forty-four years' experience. Castings made from our patent Kemitest metal, body from heavy cold-rolled steel—it will last a lifetime and give satisfaction every hour.

The "Jewel" is the best Range in the world—not more expensive in price than inferior makes.

Whatever be your Stove or Furnace want, buy a Jewel. You will never regret it. *Jewel Cast Ranges, Jewel Cook Stoves, Jewel Gas Ranges, Jewel Base Burners, Jewel Laundry Stoves, Jewel Oak Heaters, Jewel Furnaces.*



Sold by more than 10,000 dealers. As you value comfort, convenience, economy, buy no other make. Every one doubly guaranteed. You cannot have more positive assurance of satisfactory service—we dare not have you disappointed. Buy a Jewel. Over 1,000 styles and sizes of Jewel Stoves made.

Complete Stove Book mailed Free on request, illustrating and describing these famous Jewel Stoves. Send for this book.

DETROIT STOVE WORKS
DETROIT CHICAGO

**BUY A
JEWEL
AND
SAVE FUEL**

Copy Contains Information Which
Should Be Interesting to Pros-
pective Buyers.

that the embodying of the human element in their advertisements makes them effective and interesting.

For instance, in running advertisements of base burners in the fall, the advertisements can be varied to a great extent and sometimes made stronger by showing, instead of one or two cuts of the stove alone, a home scene with the base burner in actual operation. In newspaper advertising it is not so essential that all the details of the stove be brought out as that the general idea is given, because if people are interested they will come to the store and examine it anyway, and forget all about the few details that are lacking in the cut.

Time for Newspaper Advertising

A model newspaper stove advertising campaign is one in which space is devoted to stoves once a week during the fall for about two months. Starting with the first week in September, insert an advertisement giving a general idea of the stove line carried, the kinds of stoves sold, facilities for taking care of stove business, and why it will pay buyers to order stoves from your store.

This advertising will serve as an introduction for the stove advertising to follow and will set buyers to thinking about your stock and facilities. Follow this advertisement with more detailed ads the following weeks. For instance, devote space one week to stoves sold that are made by one manufacturer. Show cuts of the stoves, together with prices and information as to how they are

made, why you advertise them, etc. Then, too, it is a good plan to devote space some weeks to showing sectional cuts of stoves and under the cuts explaining what part of the stove they are from.

Many advertisers make the mistake, in showing sectional cuts, of giving no explanation relative to them, evidently laboring under the impression that the average person knows as much about stoves as they do. The average person knows very little about various sections of a stove, and the advertiser who makes his advertising pay plans his advertisements with the aim of reaching and explaining clearly to people who know nothing about stoves.

The only advantage in showing sectional views in your advertising is that it impresses people with the fact that every part of the stove sold is right, that you want them to see it and know it, and emphasizes the special features, if any, that the stove possesses.

Relative to cuts for newspaper advertising, the merchant selling a well advertised line of stoves especially will have no difficulty in securing all the various newspaper cuts he desires from time to time. In fact, a number of manufacturers make a point of supplying dealers with booklets showing electrotypes and stereotypes which they can furnish on request. A good plan is for the merchant to carry a certain number of electrotypes for newspaper advertising, and to make a record of these as they are sent to the printer, so that when they are desired for use from time to time he can locate them at once. This saves

any unavoidable delays which might otherwise result if no record is kept of the cuts sent to the printer.

The above plan of a continuous stove advertising campaign for two months would, of course, be feasible only where an especial desire is made to increase the stove sales. By that is meant that while every advertiser desires to increase his sales, yet it is not always practical to devote the entire advertising for a certain length of time to this one line of goods. If such is not deemed advisable, however, it is certainly necessary to devote a large part of the advertisement to stoves during the time above mentioned. Other articles that are to be advertised could also be incorporated in the advertisement.

Seasons for Advertising

There are certain seasons of the year when it is more profitable to advertise stoves than other seasons. For instance, in the spring there is a large demand for steel and cast ranges, especially in the small towns and country districts. In the cities, where gas is used as fuel, there is a demand for gas ranges. It is therefore plain to be seen that these are the kinds of stoves to advertise during this season.

In the fall and early winter months there is not only a large sale of steel and cast ranges, but the demand for base burners and heating stoves is then at its height. It is then that a dealer should devote a large amount of

Emphasizing a Good Selling Point Both
by Illustration and Copy, Magazines.



DETROIT JEWEL Gas Ranges

Study the illustration; you will see why this is the most popular gas range ever built—why it is so much better than any other style that you will immediately want to replace your old range with a "Detroit Jewel" Cabinet Gas Range.

No matter what you wish to do—cook, bake or broil,

You Never Have to Bend or Stoop

if you use this range. And you never have to risk reaching over blazing burners to get at the oven.

You can have the cooking top on right or left side—whichever you prefer.

The name "Detroit Jewel" on a gas range means highest quality construction, perfect baking and cooking, lowest gas bills.

The "Detroit Jewel" line of gas appliances includes over 75 styles of gas ranges, gas room heaters, water heaters, etc., for domestic and hotel use. "Buy a Jewel and save fuel."

Your dealer or gas company can supply you. Be sure and ask for the "Detroit Jewel" and look for the crown shaped trade mark.

Write at once for a copy of our famous 32-page book, "Cook with Gas;" contains over fifty choice recipes for Meats, Game, Salads, Pastry and Desserts, all by world famous cooks. Shows latest styles of Detroit Jewel Gas Ranges. Sent free on request.

DETROIT STOVE WORKS

"Largest Stove Plant in the World"

1320 to 1400 Jefferson Ave.

DETROIT

CHICAGO

Buy a
Jewel



and
Save Fuel

LARGEST STOVE PLANT IN THE WORLD

space to heating stoves, so as to interest the people during the few months in which he must sell this kind of stove. In the fall, especially in districts where natural gas is used as fuel, gas heaters are used to a big extent. Therefore the dealer who starts his stove advertising during the late summer months, pushing these various types of stoves, will be in a position to command a good share of the trade when the actual stove buying season opens up.

The question of how often to run an advertisement depends largely upon the location and the newspaper facilities. In cities where the newspaper facilities are of the best and two or more daily papers are published, advertisements should be run at least twice a week. A set size for space cannot be given in an article of this character, inasmuch as it depends to a great extent upon just what the dealer desires to advertise and the amount of money he has appropriated for this advertising. In the small towns and country districts, where usually only one paper a week is published, it is of course obvious that dealers should take advantage of this and advertise in every issue.

In the making of stoves there is as wide a difference as in practically any other line of business. If a manufacturer so desires he can turn out a stove that is cheaply made, contains defective material, and that can be sold at a low price. On the other hand, the manufacturer with a reputation would not for a moment think of risking this reputation by turning out the class of stoves mentioned above. This type of manufacturer insists on using only

the highest grade material, employing the most skilled workmen, paying the highest market price for labor and furnishing a stove that will give the best of satisfaction and keep up the reputation which the manufacturer has worked so hard to secure.

While the cheaply made stoves may for a time apparently serve their purpose in a few localities, still it is the stove with the material and workmanship in it that stands up for years and gives satisfaction. In certain sections of the South and West there is a demand for low priced stoves because of the fact that they are used only a few months during the year, they receive practically no hard usage, and the people using these stoves see no advantage in buying a stove for which they must pay a little more money.

This is true, however, in only a few localities throughout the United States. In the great majority of localities the better grade of stove is the stove that not only pays the dealer to handle, but the only kind that it pays him to spend his money to advertise.

Advertising a Trade Mark Line

One point that should be borne in mind in connection with the advertising of stoves is that the dealer selling a well advertised trade mark line of stoves has not only an advantage over competitors selling unknown, unadvertised stoves, but his advertising will prove more effective because of the fact that he sells the advertised line.

Manufacturers who spend large sums of money for advertising their stoves are not only making their product well known throughout the homes of the country, but are creating a desire in the minds of the younger generation, who are growing up and will shortly be in the market for a stove. When they are about to buy a stove their minds unconsciously turn to the line that is well advertised. Thus, when they see a dealer's name connected to the well advertised line, it not only gives him a certain prestige, but makes easy sales, and his advertising proves more profitable than would be the case if he were selling an unknown line of stoves.

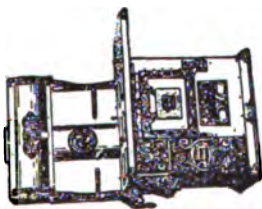
A merchant who has the agency for well advertised stoves or any line of goods, in fact, should take advantage of every opportunity of connecting his advertising with the name of the well known line he carries.

Window Displays

While this article has up to this time been largely devoted to newspaper advertising, still it must be borne in mind that this is not the only necessary form of advertising a dealer must use to increase his business. Newspaper advertising is essential and is one of the best methods he can use. In connection with newspaper advertising, however, effective and attractive window displays go a long ways toward aiding in increasing sales.

A plan which the larger number of progressive mer-

Jewel Ranges are Good Ranges



Are you going to buy a range or cook stove? If you are, we would like to figure with you. We have experimented with several of the standard makes of stoves and have found that the JEWEL is the best stove on earth for the price. We have decided to sell nothing but the JEWEL. There are several reasons why you should buy a JEWEL.

First, economy and fuel.
Second, economy in first cost.
Third, scientific, perfect baking, even temperature in oven.
Why pay from \$85 to \$75 for a range when we will sell you a JEWEL for from \$35 to \$50—absolutely guaranteed by us and backed by the Detroit Stove Works, the largest stove manufacturers in the world!

See what a few South Carolina users say of the JEWEL:

Epsworth Orphanage Trade Jewel Range Satisfaction for the Hard Service Department.
Columbia, S. C.
Gentlemen—After giving a Jewel Range a hard test for several years we have found it to be the best range we have ever used. The Jewel Range and fire place of construction are especially convenient and for baking qualities we know from experience that the Jewel can not be surpassed.
Yours truly,
EPWORTH ORPHANAGE.

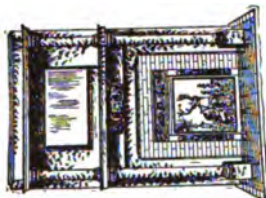
Wouldn't Ask for a Better Cook Stove Than the Jewel Range.
Spartanburg, S. C.
Gentlemen—The wife, mother and I have used the Jewel for three years and it is the best good to last many years more. I wouldn't ask for a better.
Yours truly,
WILLIAM W. WALL.

Fairly Jewel Cook Stove Gives the Best of Satisfaction.
Spartanburg, S. C.
Gentlemen—The Jewel Jewel Range which we have used for the past 18 months is giving the best of satisfaction. It is a good hot producer and burns but a small amount of fuel. I honestly believe Jewel Jewel better than any other range I have ever used.
Yours truly,
P. B. LANZFORD.

Jewel Jewel Cook Stove is Certainly a Good Range.
J. T. Cunningham, Spartanburg, S. C., writes: "The Jewel is certainly a good stove. We have used one for about three years and it is now as good as new."

MANTELS AND GRATES.

We are making special prices on Cabinet Mantels, Tiles and Grates. A large line to select from—quartered oak, mahogany, three coats plain white and latest pattern. Write for catalogue.



See our special Cabinet Mantel \$10.00.
Oak base \$2.00 to \$20.00.

We are sole agents for Amette Gravel Roofing and Red Seal Tar Paper, two and three ply. We buy in car lots and are in position to quote lowest prices on either large or small quantities. We have just sold a full carload of Amette Roofing to the Little Grand Theatre now in course of construction.



So light running that your "youngest" can now mow the lawn without help.

KEEN KUTTER Mowers are fast cutting and easy running because of the triple gear and the fine ball bearings. A **KEEN KUTTER** will last longer than any mower on the market. The triple gear and fine ball bearings make it easy to start and stop. The blades are merely reversed the blades and they sharpen themselves. A cheap mower will cost more in the end on account of repairs, will not do the work properly and will require twice as much labor.

The **KEEN KUTTER** is a money saver, a time saver, a temper saver—and will keep your lawn looking like velvet.

Price \$7.00 and upwards, according to style and size.

Keen Kutter, low wheel, 12-inch price \$7.00
Keen Kutter, low wheel, 14-inch price 9.00
Keen Kutter, low wheel, 16-inch price 10.00
Keen Kutter, high wheel, 12-inch price 11.00
Keen Kutter, high wheel, 14-inch price 12.00
Keen Kutter, high wheel, 16-inch price 13.00
We have also the Keen Kutter at the following prices: \$2.50 to \$6.00
We have just received from factory ten thousand feet of new stock Rubber	
1-1/2" "Famous" Hose at, per foot 15c.
1-1/2" "Famous" Hose at, per foot 15c.
We have also the Cotton Hose, rubber lined, at, per foot 15c.
We have also the Cotton Hose, rubber lined, at, per foot 15c.
We have made arrangements with our factory to replace free of charge all	
See our line of Lawn Sprinklers, Mowers, etc.	
A square deal to everybody.	

STEWART-SUYDAM HARDWARE CO. (Inc.)

Phone 1801

COLUMBIA, S. C.

1645 Main Street

Good arrangement in newspaper copy.

chants use is to connect their newspaper advertising with their window displays. For instance, when they are advertising stoves in the papers they show stove displays in their windows. They also use attractive window cards, hangers, etc., to make their displays more effective. Attractive window displays are one of the cheapest and most effective forms of advertising a merchant can use. His window space costs him nothing, and the time and labor he spends in arranging his windows are returned to him fourfold in increased business.

In connection with newspaper advertising and window displays it is also necessary to back this up with attractive interior displays of the goods advertised. During the stove season the best plan is to be sure your stoves are well blackened, the nickel well polished and the stove floor so arranged that people will instinctively move over to this department and see what you have to offer. Appearances go a long way in selling goods, and in order to make your newspaper advertising most attractive, particular pains should be taken to show the goods as attractively as possible.

Personal Letters

Do not let your efforts stop at newspaper advertising, window displays and interior store displays, however. Go a step farther in advertising the store and the line carried. For instance, personal follow-up letters have been found to be one of the most effective plans not only of getting

people interested in your store and goods, but of actually bringing them in to see what is offered.

Many dealers keep a standing mailing list of desirable people in their localities, taking care from month to month to keep it up to date, adding new arrivals and cutting off those that move away for various reasons.

A good plan is to keep a record of the building permits and the marriage licenses issued. A little time spent in writing personal letters to young married couples advising them of the completeness of your stock and the advantage it will be to them to buy their stoves, utensils, etc., at your store, and the attention they will receive will be noticed and appreciated by them and may result in getting their patronage.

It pays to write letters to people securing building permits, keeping your store and facilities in their mind and acquainting them with your method of doing business. Nine times out of ten the people moving into new homes find their old range does not look just right in the new surroundings, and they need a new one. It is then that their first thought naturally turns to the letter writing merchant.

There is something about a personal letter that makes a greater appeal to the average person than any other form of advertising. You can get closer to a person, and he appreciates the fact that you have taken the time and trouble to write him. He therefore feels that he is obligated to a certain extent at least in calling upon you and finding out just what you have to offer. The personal let-

ter plan is being used with great success by a large list of progressive dealers in all parts of the country.

Plans for Increasing Business

One plan a merchant recently used with good success was to insert several advertisements in his local paper offering to give a high priced range to the person who would offer the highest bid for the range during a certain month. He worded the advertisement so it would appear that people could secure this range at practically their own price. The bids were sealed and the stipulation was that any number of bids could be sent in by any party. The bids were opened at a specified time and date and the range was awarded to the highest bidder.

The advantage of a plan such as this is not that a dealer will secure a high price for his stove, because in a large majority of instances he does not; but it gives the dealer an idea of the people who are interested in buying a stove, those who will probably be in the market soon, and in one instance a dealer used this plan and secured not only a fair price for his range, but later sold five other people ranges at a good price. He considered this a good method of advertising, which it undoubtedly was.

Another plan which may be used with good success is to offer a certain priced stove to the person sending in the ten best reasons why they should buy the stove advertised. A number of dealers whom the writer has in mind have used this plan with good success, stating that they put no

restrictions on the people who could send in an answer. These people were not required to purchase anything, but were simply asked to send in their answers sealed to the merchant, and at a certain date these were submitted to competent judges, who determined the best reasons; and the stove was awarded the successful person.

The advantage of an offer such as this is that it not only creates an immense amount of interest among people throughout the locality, but it causes them to study the stove, so they may be able to give good and satisfactory reasons why this type of stove should be bought, thereby indelibly impressing upon their minds the advantages of this kind of stove.

Plans such as these are being used by progressive merchants with marked success. It is not the plans that are sensational or that cause the dealer to be remembered only for a few days that are successful. It is the plans which really offer something to people who will take the trouble to do what the dealer asks and ones that impress upon their minds the value of the article advertised that will be found the most successful.

In advertising stoves, bear in mind the fact that it is information people want, and the most successful advertiser is the one who gives this information in the most attractive manner, thus causing a desire in the minds of the people reading the ad to own the stove that is advertised.

Circular Letters and Novelties

The question of cheap circular advertising, program space and county fair exhibits is one which causes more or less discussion from time to time among merchants who make a study of advertising.

It is the writer's opinion that promiscuous distribution of cheap circulars is little better than no advertising at all. Cheap circulars give the impression of a cheap store, and while some men may do this sort of advertising with the idea that any advertising is good advertising, still this is not the right way to look at it. Cheap circulars are of no practical benefit at all, and the advertiser using them is practically throwing his money away.

If any advertising matter is issued along these lines it should be well printed on a good quality of stock, so that people are given the impression of quality, rather than cheapness, from the store issuing it.

Some of the larger retail firms have found that good circular advertising sent by mail to a reliable list of names has brought them good results. One advantage of a good circular over a letter is that illustrations can be used and it can be made more in the form of a newspaper advertisement. A number of successful dealers have used circulars of this character, and have found them immensely beneficial.

The question of novelties for advertising is one which can be answered with no degree of certainty as to their



The Inner Construction

of these great Buck's and Moore's Ranges is particularly interesting—we like to show and explain all the parts and workings to you. Inside, as well as outside, Buck's and Moore's Stoves and Ranges can stand the searchlight of the most thorough inspection. Everybody should see our stove exhibit before placing an order. It's a pleasure to show goods here.

You can charge what you buy on a plain, old-fashioned charge account and pay when convenient.

NEW CENTER.

FURNITURE
CARPETS
STOVES
DRAPERIES

STRAUSS & CO.

HUBON
ERIE
PROSPECT

Copy Distributed by Buck Stove and Range Co. for Use of Dealers.

benefit. Novelties, to a certain extent, may and do bring a dealer's name and the name of the article advertised before the people, but whether their value is of enough benefit to justify any special expenditures along this line is a question which can be answered only in a general sort of way.

The only advantage that novelties have from an advertising standpoint is that they create good will in the minds of people receiving them. There are some novelties which are of practical benefit and which people like to use in their homes. If the dealer's name is prominently displayed and the article is something of real value, they are probably of some use as an advertising investment. To put a very large amount of money into propositions of this sort, however, is, in the mind of the writer, a poor investment.

Program Advertising

The question of program advertising has been dealt with at considerable length from time to time. While you will always find some advertisers who claim that program and directory advertising has brought them good results, yet the largest majority of advertisers in mediums of this sort have found that it is a poor investment for the amount of money spent. Usually a program is printed on cheap paper and is made up as cheaply as possible.

The program issued in connection with a picnic, concert, show or something of that character is a poor investment to an advertiser, inasmuch as while people may see the advertisements, yet their minds are on the entertainment about to come, and the advertisement receives very little attention. Many dealers take space in programs, etc., simply because they do not believe it policy to offend good customers. It would be much better to give people soliciting program space, however, a donation of money than to use it under the guise of advertising. Unless a merchant has a large advertising appropriation, it is the best plan to steer clear from methods of this sort.

The county fair exhibits are in favor in a large number of small towns and country districts. It is not the number of sales a merchant can expect to make from an exhibit of this sort so much as simply to show an assortment of goods he carries and to pass out novelties and advertising matter. Whether these exhibits are worth the money spent for them is a question which cannot be determined in this article; for while some dealers figure that this is advertising, others do it simply from the policy that other merchants in the town are exhibiting and it is up to them to follow.

The suggestions offered here cover the essential features which experience has taught to be the most profitable. The merchant who gives his personal attention to his advertising or the advertising manager who devotes his time to retail advertising will both find that the more

care and thought they give to the advertising end the greater the results will be.

It requires a careful study of local conditions and watchfulness in spending money to derive the greatest benefit from your advertising appropriation.

PART X

THE ADVERTISING OF ELECTRIC LIGHT AND POWER

By WILLIAM D. McJUNKIN

Chicago

Imagine our modern world suddenly bereft of telegraph, telephone and electric light service, and you will see reason in calling this the "age of electricity." The developments of electricity are wonderful in their extent and variety. More wonderful still is the swiftness with which they have been made. Materially, the world, has traveled further in the last generation than in centuries aforetime.

It has taken only a generation to transform electric lighting from a scientific marvel to a commonplace of nearly every modern home. In a generation the capital invested in electrical railroads and lighting plants in the United States has grown from almost nothing to \$6,000,000,000.00. And in a recent article in "Popular Electricity" Thomas A. Edison predicts that "we shall have easily \$50,000,000,000.00 of money in electrical service in 1925."

In electrical development a prominent place is taken

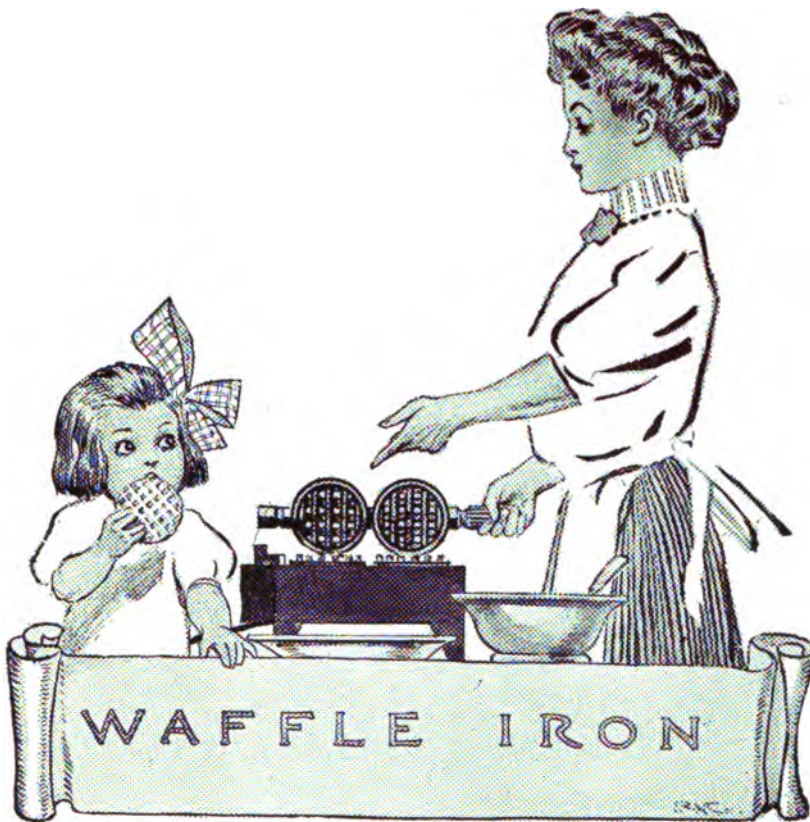
by central stations producing and distributing electric current. Their growth has laid many fears and doubts that existed when they were in their infancy. One conspicuous result is the fact that electricity is about the only thing that has become cheaper in the last decade.

Growth of Electrical Advertising

In the growth of certain central stations, advertising has proved to be an important factor. Only a few years ago it was seriously questioned whether a central station could profitably use advertising in developing business. It was assumed that a corporation practically controlling the supply of electricity in a particular territory was certain to secure all the business coming to it without publicity. What competition was there?

Now, in the case of a central station, there *is* competition—that of other modes of lighting. But, apart from such competition, there would still be abundant motive for central station advertising. Advertising is needed to overcome inertia—to educate the masses on the advantages of the electrically lighted home.

Fortunately for the advertiser of electric light, the problem of exploiting its advantages is susceptible of very varied treatment. One may quickly exhaust the direct advantages of electric light, its convenience, safety, hygienic quality, and ultimate economy in the home; its attractiveness and display power in the store. Allowing for the utmost possible elasticity of imagination in the



**CHILDREN LOVE HOT WAFFLES—
SO DO GROWN-UPS.** More would be
eaten if it were not such a bother to
make them over a hot fire. The elec-
trical waffle iron saves all the trouble and
makes waffles of a crisp, delicate flavor.

The cost of the iron is only \$7.50
and it may be used at slight expense
in any room wired for electric
light. Call Main 1280

Commonwealth Edison Company

139 Adams Street

Wm. D. McJunkin Advertising Agency

300

An attractive illustration showing the article advertised in use. Copy
in accordance with it. Newspaper or magazine.

LATEST
STYLES



Electric Signs

We offer to provide you with an electric sign and to erect it—with necessary wiring—free of cost. We will then light it—care for it—with necessary lamp renewals for a flat rate per week.

Tungsten Clusters

We offer to rent the fixtures complete—with lamp renewals and care, for \$1.00 per month. This is for three hours daily use. Current for lighting will be supplied on regular meter rates.

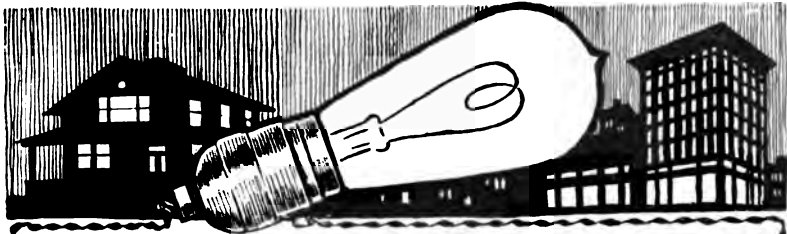
Call Randolph 1230
for full particulars.

Commonwealth Edison Co.
139 Adams Street

Wm. D. McJunkin Advertising Agency

239

Advertisement dealing with particulars and cost of electric signs. Newspaper or magazine.



Now Is the Time

to accept our offer to wire your house at cost. You may have as many or as few lights as you wish—and we will allow you two years in which to pay—a little monthly. If you wish, you may include fixtures of your own selection on the same terms. By arranging with us now, we will try to have the work completed before you want to do your Spring housecleaning. Call Randolph 1280 for particulars.

Commonwealth Edison Co.

139 Adams Street

Wm. D. McJunkin Advertising Agency

768

Copy dealing with cost of lighting home by electricity with illustration showing electric lights are theme of discussion. Newspaper copy.

treatment of these direct advantages of electric light, allowing for the utmost variety of illustration to support the argument, there would inevitably be some monotony in the theme.

But the electrical inventor has saved the day for the advertiser of electric light. In the endless variety of devices for minimizing labor and securing comfort in the home wired for electricity there is a perennial source of good arguments on behalf of electric light. Cooking utensils, such as the electric chafing dish, coffee urn, cereal cooker, bread-toaster; the electric flat iron, the electric washer, the electric radiator—these and a multitude of other ingenious devices are so many concrete, easily grasped and appealing arguments to the housewife on the question of wiring the home for electricity.

Argument and Economy

In advertising electric power from central stations, the arguments are much more restricted in range. But what they lack in variety they make up in potency. The advantages of buying power over those of operating a private plant can be briefly enumerated—economy of space, economy of labor, continuity of operation, safety, etc.—but each of these advantages may be made the subject of a powerful appeal to the manufacturer and the appeal never loses its freshness, inasmuch as it is directly concerned with the one subject that never grows stale—the profits of business.

As to the profitableness of electrical advertising, there is no question in the minds of those who have given it a fair trial. Here, continuity is essential. The way *not* to advertise electric light or power is to make a grand splurge and quit. Incessant advertising in reasonable space—variety, brightness and simplicity in the treatment of the theme—these have been *proved* to yield excellent results. And this is entirely apart from the incidental benefit which a central station derives from an open, above-board policy of communication with the public, in the way of removing antagonism.

No good advertising of electric light and power is thrown away. In this field there is no "hard and stony ground." Results take time. Many impressions, many points of view may be needed to rouse action. But the volume of business will ultimately be swelled in no inconsiderable degree by advertising that possesses educative force.

The results are actual, direct ones. Nor should it be overlooked that there is no such powerful a means of opening a door to the personal solicitation of a central station, as informative and interesting advertising in the daily press.

TEST QUESTIONS

PART 1.

Page 13.

1. Why is mail order advertising the most fascinating and interesting of all advertising?
2. Why does selling direct to the consumer call for an appreciation of the average human nature?

Page 14.

1. Discuss the value of prestige in the mail order business.

Page 17.

1. What is it that counts in the mail order business.

Pages 18 to 19.

1. Discuss the existing literature on the subject of mail order advertising.

Page 20.

1. Criticise the attitude of mystery assumed by certain people engaged in the mail order business.

Page 21.

1. Why is it the East does not understand mail order advertising as the West does?

Page 24.

1. What is the principle on which success can be best obtained in the mail order business?

Pages 25 to 26.

1. Explain how the drastic attitude of the United States government in the past has aided in putting the mail order business on a firm footing.

Pages 27 to 28.

1. Discuss the functions of mail order advertising.

Page 30.

1. What proportion of the population of the United States is located in the country and in the small towns and villages?

Pages 31 to 32.

1. Show how setting a high standard in the mail order business brings confidence, and through confidence, success.

Page 33.

1. How should the publications for mail order advertising be selected?

Pages 36 to 37.

1. How is the cost of advertising determined?

Page 38.

1. What is meant by "keying" advertising?
2. What is the purpose of thus keying advertising?

Page 39.

1. How will keying advertisements help in the selection of mediums?

Page 40.

1. Why is the class of publication in which the least mail order advertising is found, the daily newspaper of the large cities?

Pages 44 to 45.

1. Why are agricultural papers good mediums for mail order advertisement?

Page 46.

1. Why do "mail order publications" lay great stress upon the number of farmers on their subscription list?

Pages 47 to 48.

1. Discuss the value of general magazines for mail order advertising.

Page 50.

1. Why is an "inquiry" the "greatest gem" in mail order advertising?

Page 51.

1. Explain how the postal-card aids the mail order business.

Page 52.

1. What is included in the "follow-up"?

Page 53.

1. What is the first step to be taken upon the receipt of an inquiry?
2. What percentage of inquiries on an average develop into orders?

Page 56.

1. Why in sending out "follow-up" is it important to make it easy for the buyer to send his order back?
2. Why and how do printed forms of order blanks and printed return addressed envelopes aid the mail order business?

Page 57.

1. Discuss the importance of the attractiveness of the copy of the first advertisement.

Pages 58 to 59.

1. What is meant by the "personality idea"?

Page 60.

1. Show how the element of waste in a mail order business may prevent the success of the business.

Pages 62 to 63.

1. In endeavoring to eliminate waste, upon what points would it pay a mail order house to secure the services and advice of an expert public accountant?

Page 64.

1. Explain and illustrate the danger of "over-systematizing".

Pages 65 to 66.

1. Discuss the danger of "over-conservation".

Pages 68 to 69.

1. Mention some points to be considered on the subject as to how to handle inquiries.

Page 70.

1. What are the principal mail order seasons?

Page 71.

1. Discuss the importance of a good first impression.

Page 72.

1. Why are successful writers of mail order advertising copy and of mail order follow-up very scarce?

Page 74.

1. When is it, and when is it not, good policy to change the copy of mail order advertisement?

Pages 75 to 76.

1. Explain various ways in which waste in type and space may creep into mail order advertising.

Page 78.

1. Show how a name may be made valuable as a trade mark in the mail order business.

Page 79.

1. What lessons do you draw from the successful advertising campaign discussed on this page?

Page 80.

1. What classes of people as a matter of self-interest have opposed the growth of the mail order business?

Page 82.

1. What influence has the growth of the mail order business had upon the method of conducting business used by the retail merchants throughout the country?

Page 84.

1. What effect would the establishment of a parcels-post in the United States have upon the mail order business?

Page 86.

1. Discuss the statement that "mail order advertising must be sane and practical".

PART 2.

Page 89.

1. What does the author state the object of this article to be?

Page 90.

1. What are the two kinds of salesmanship?

Page 91.

1. Why does suburban bank advertising present different problems from the advertisement of a bank in a large city?
2. Why must a bank in a large city reckon with the economic law that "Business follows the lines of least resistance"?

Page 92.

1. Discuss the value of a suburban bank.

Page 94.

1. How is it possible for a bank to be maintained in a neighborhood where the average yearly income of the head of the family does not appreciably exceed the necessary annual expenses for the maintenance of a family?
2. Show how nationality must be considered in bank advertising.

Page 95.

1. Discuss the proper copy to be used in bank advertisements appearing in a paper published in a foreign language.

Page 96.

1. Why are newspapers the best advertising mediums to be used by banks?

Page 97.

1. How should the newspaper advertising be fortified?

Page 98.

1. Discuss and comment on the follow-up campaign for a bank outlined on this page.

Page 100.

1. "What has the bank to advertise?"

Page 101.

1. To what extent is a bank in its advertisements or letters justified in criticising investments which are being offered to the people?

Page 102.

1. To what extent is the age of a bank a proof of its solidity?

Page 104.

1. Who is benefited by the elimination from the business of the bank of the customer who asks to borrow money on other than good security?

Page 105.

1. Discuss the field open to the bank in the advertising of foreign and domestic money orders.

Pages 106 to 109.

1. Describe the recent development of bank advertising.

Page 110.

1. How may advertising results be traced?

Page 112.

1. Is an advertising campaign which results mainly in the securing of a number of small accounts of real value to the bank?

Page 113.

1. Why are small accounts not desirable?

Page 114.

1. Why should the element of locality in bank advertising be given more consideration?

Page 116.

1. Can novelty advertising be safely resorted to by banks in critical times?

Page 117.

1. Discuss the value of planning your campaign.

Page 118.

1. Can a good banker be a good advertiser?

Page 119.

1. Is it good policy for a bank official to oppose advertising by his bank?

Page 120.

1. Describe municipal bonds.
2. Describe utility bonds.
3. Describe railroad bonds.
4. Describe real estate mortgages.
5. Describe farm mortgages.

Page 121.

1. Can a safe loan be made on a partially developed farm?
2. Who are the buyers of investment securities?

Page 122.

1. What are the three methods now employed by banks and banking houses to advertise securities for sale?

Page 124.

1. Discuss the following statements by a banker and a bond salesman contained on this page: "Advertising is a positive damage to good security if it is advertised in a newspaper." "What's the use? You can't

sell securities except to our regular line of customers unless you can get the old man to loosen up and advertise in the newspapers. Why? Well, the public does not know of the house, and when I go to see a man and give him my card, he just naturally fights shy of me. He does not know me or the quality of the goods this firm has to sell."

Page 126.

1. What must a successful investment advertiser have?

Page 128.

1. What is the best kind of copy to use in advertising securities?

Page 130.

1. What two things are also sought by investors in buying securities?

Page 131.

1. Discuss the relation existing between buying and selling conditions and advertising opportunities.

Pages 132 to 133.

1. Discuss the two fraudulent financial schemes described on these pages and comment on the effect which they would have upon the advertising of legitimate securities.

Page 135.

1. Discuss the event mentioned on this page which created a good market for municipal bonds.

Page 136.

1. Discuss the event described on this page which injured the market for railroad securities.

PART 3.**Page 139.**

1. What is furniture besides an article of commerce?

Page 140.

1. In what two great classes may furniture be divided?

Page 141.

1. Give some of the ordinary classifications of furniture.

Page 142.

1. Where are the principal furniture factories of this country?
2. Describe the distribution of furniture.

Page 143.

1. Discuss the value of the furniture exhibition.

Page 146.

1. What is the first objective of the furniture manufacturer's selling effort?
2. About how many retail furniture dealers are there in the United States?

3. What are the two principal ways of reaching them by advertising?

Page 147.

1. Why could advertising by mail be used to a greater extent to good advantage by furniture manufacturers?

Pages 150 to 152.

1. Discuss the feasibility of general or "consumer" advertising by the furniture manufacturer.

Page 153.

1. Compare the relative amount spent by the furniture manufacturer and the furniture retailer.

Page 156.

1. What is the furniture retailer's chief advertising aid?

Page 157.

1. Discuss the "plain description" method of advertising furniture.

Page 160.

1. Discuss the educational copy method of advertising furniture.
2. Discuss the service and policy copy method of advertising furniture.
3. Discuss the sale copy method of advertising furniture.

Page 162.

1. Compare the special and general announcements of furniture.

PART 4.**Page 169.**

1. Upon what must good piano advertising be based?

Page 171.

1. State and explain the various peculiarities of the piano business.

Page 172.

1. Discuss the relation of the piano maker to the public.

Page 173.

1. What are some of the confusing elements affecting the advertising of pianos?

Page 174.

1. Show how there is a legitimate place for pianos of every class.

Page 175.

1. Is it good policy for the manufacturer of high-priced pianos to also manufacture and advertise low-priced ones?

Pages 176 to 177.

1. Discuss the proper relations between the piano maker and the piano dealer.

Pages 178 to 180.

1. Outline a proper advertising campaign from the piano maker to the public.

Page 181.

1. What are some of the points which should be touched upon in a piano advertisement?

Page 184.

1. How should the point of construction be treated in a piano advertisement?

Page 185.

1. What is the purpose of general advertising by a piano maker whose products are handled by dealers?

Pages 186 to 188.

1. Discuss the question of co-operation in advertising between maker and dealer.

Pages 189 to 192.

1. Comment on the specific suggestions for co-operative local advertising made by the author on these pages.

Page 193.

1. What mediums should the piano maker use in advertising to dealers?

Page 194.

1. What matter should be included in an advertisement from maker to dealer?

Pages 196 to 198.

1. Discuss the problems of retail piano advertising.

Page 199.

1. What is meant by the statement that advertising should be an expression of the selling policy of the house?

Page 200.

1. Explain why the piano advertisement reprinted on this page is unsatisfactory.

Page 201.

1. Explain why the piano advertisement reprinted on this page is a satisfactory one.

Page 204.

1. Discuss methods of advertising the "piano player".

Page 205.

1. Why must the best advertising to be effective be continuous?

Pages 208 to 209.

1. Discuss and criticise the methods of competition explained on these pages.

Pages 210 to 211.

1. Discuss the value of "scheme" advertising.

PART 5.

Page 213.

1. What does the author mean by saying, "In my opinion the very best sort of men's wear advertising is the kind that doesn't advertise men's wear"?

Page 214.

1. Why have more clothing sales been made by telling a man "This is a fabric that will wear" than by saying "Here's a splendid worsted"?

Page 216.

1. What is meant by reaching the man through his environment?

Page 218.

1. Discuss the upward trend in the illustrations of men's clothes.

Page 220.

1. Show how the advertiser of men's clothing has a certain license not accorded to the advertiser of women's clothing.

Page 222.

1. Discuss the question of style in men's clothing.

Page 224.

1. Discuss the personal relation between the retailer of men's clothing and his customers.

Page 226.

1. Discuss the question of bargains in men's clothing.

PART 6.**Page 235.**

1. What does the writer of this article state his purpose in writing the article to be?

Page 236.

1. In preparing advertisement of shoes what should be the principal feature of the advertisement?

Page 238.

1. Explain the influence which the construction of a shoe has over the manner in which it is advertised.

Page 240.

1. Mention three pieces of advice given on this page.

Page 242.

1. What is meant by the advice to make advertisements "classy"?

Page 244.

1. Discuss the value of "position" in an advertisement.

Page 246.

1. Discuss the value of persistency in advertising.

Page 248.

1. Why should you avoid talking about your competitor in an advertisement?
2. What is the effect of cribbing or pirating in writing advertisements?

Page 250.

1. Discuss the importance of seeing a proof of every advertisement before it is published.

Page 251.

1. Why is a too frequent repetition of the same ad a waste?

Page 252.

1. In what ways does the shoe manufacturer often assist the retailer selling his shoe?

Page 253.

1. State two valuable pieces of advice to advertisers given on this page.

Page 254.

1. How can you make your advertising of an individual character?

PART 7.**Page 257.**

1. What is the greatest essential of all advertising?

Page 258.

1. To what extent do drug stores generally use newspaper advertising?

Page 260.

1. What should be done before the proprietor of a drug store begins to advertise?

Page 262.

1. What should hold the most prominent place in drug store advertising?

Page 263.

1. Should cut price patent medicines be featured in the advertisement of a drug store?

Page 264.

1. Why should quality and service be advertised rather than price?

Page 266.

1. Give an additional reason why it does not pay a drug store to advertise patent medicines.
2. Discuss the advertising value of show windows.

Page 267.

1. Discuss the value of honesty in an advertisement.

Page 268.

1. Discuss the value of being plausible in your advertisements.
2. Discuss the value of being positive in your advertisements.

Page 269.

1. Discuss the value of being seasonable in your advertisements.

Page 271.

1. Discuss the value of being persistent and consistent in your advertisements.

Page 272.

1. What percentage of his total receipts can a druggist wisely spend in advertising?

Page 274.

1. Discuss the value of "position" in advertising.

Page 275.

1. If you advertise special cut prices for certain goods should you give a reason for such reduced prices?
2. If so, why?

Page 276.

1. Discuss the value of the weekly newspaper as an advertising medium.

Page 278.

1. What influence on the advertising of drug stores should be exerted by the competition of mail order houses?

Page 279.

1. Why is an advertisement on a local page of a newspaper particularly valuable?

Page 280.

1. How should your advertising space be divided?

Page 282.

1. What points should be remembered as to the style of the advertisement?

Page 283.

1. Discuss the importance of classifying your customers and making out separate mailing lists.

Pages 284 to 285.

1. Discuss the proper use of booklets and pamphlets in pushing your business.

Page 286.

1. Discuss the value of proper selection of paper for the pamphlets used.

Page 287.

1. Discuss the value of proper selection of paper for the leaflets used.

Page 288.

1. What is meant by "ready made" advertising?
2. Discuss the value of calendars as an advertising medium for drug stores.

Page 290.

1. Discuss the value of almanacs for drug store advertising.

Page 291.

1. What is one of the weaknesses of most drug store advertising?

Page 292.

1. Discuss the value of planning ahead as to advertising.

Page 294.

1. What does the author mean by the advice to "steam up"?

Pages 295 to 298.

1. What lessons may be learned by proprietors of drug stores from the advertising methods of the proprietors of patent medicines?

PART 8.

Pages 307 to 308.

1. Describe briefly the history of soap advertising.

Pages 310 to 314.

1. Name some of the peculiarities of soaps which have been used to advantage as advertising points.

Page 318.

1. For what purposes may illustrations be used in soap advertising?

Page 320.

1. What are some of the kinds of matter which have been used in successful soap advertising?

Page 322.

1. In what two divisions may soap advertisements be divided?

Page 324.

1. Discuss some of the difficulties of soap advertising.

PART 9.**Page 327.**

1. Compare stove advertisements with commodity advertisements in general.

Page 328.

1. What should be assumed in writing a stove advertisement?

Page 330.

1. Describe a system of stove advertisements by which one advertisement serves as an introduction to the advertisement to be inserted in the following number of the paper or magazine.

Page 331.

1. Is it good policy in advertising stoves to insert sectional cuts?

Page 333.

1. What is the best season for stove advertising?

Page 334.

1. Upon what conditions does the question as to how often a stove advertisement should be run depend?

Page 335.

1. Discuss the value of a well-established trade mark in stove advertising.

Page 336.

1. Discuss the proper use of window display.

Pages 338 to 339.

1. Discuss the value of personal letters as an aid to the stove business.

Pages 340 to 341.

1. Describe and criticise the plan for increasing business used by one stove merchant, which is described on these pages.

Page 342.

1. Discuss the value of circular letters and novelties for stove advertisements.

Pages 344 to 345.

1. Discuss the value of programmes for stove advertisements.

PART 10.**Page 347.**

1. Describe the development of the electric business.

Page 348.

1. Describe the growth of electric advertising.

Pages 352 to 353.

1. Give some of the principal arguments which should be used in the advertisement of an electric light company.

INDEX

Advertising a Drug Business.....	259
Appropriation	272
Boots and Shoes.....	235
Furniture	139
Lists	283
Men's Wear	213
of Banks	89
of Electric Light and Power.....	347
of Trust Companies.....	89
Patent Medicines	263
Pianos	169
Soap	307
Stoves and Ranges.....	327
Too Much Repetition in.....	251
Almanacs	290
Appropriation for Advertising.....	272
Bargains in Men's Wear.....	224
Bonds, Advertising of.....	105, 120
Booklets	284
Boots and Shoes, Advertising.....	235
Calendars	288
Catch Phrases in Soap Advertising.....	310
Central City Drug Stores, Advertising.....	258
Circular Letters.....	342
Classy Advertisement.....	240
Construction of Shoes.....	238
Consumer, Selling Direct to.....	13
Co-operation Retail Advertising for Pianos.....	186
Copy for Mail Order Advertising.....	50
Piano Advertising	180
Retail Furniture Advertising.....	157

Soap Advertising.....	318
Stove Advertisements.....	328
Cost of Advertising Space.....	36
Cribbing in Advertising.....	248
Distribution of Furniture.....	142
Drug Business, Advertising.....	257
Electrical Advertising, Arguments to be used in.....	352
Growth of	348
Electric Light Advertising.....	347
Environment, Reaching the Man through.....	216
Farmers, Purchasing Power of.....	44
Finer Copy in Advertising, Demand for.....	218
Follow-Up Advertising	52
Furniture, Advertising	139
Different Kinds of.....	141
Furniture Manufacturers Advertising to Retailer.....	146
to Consumer	150
General Magazines	47
Government Protection of Mail Order Business.....	25
High Standards in Mail Order Advertising.....	31
Inquiries, How to Handle.....	68
Keying Advertisements	37
Leaflets	287
Locality of Banks Influence upon Advertising.....	114
Local Page, Value of Advertising on.....	279
Mail Order Advertising.....	13, 86
Copy for	50
Functions of	27
Mail Order Business, No Secret About.....	17
Mail Order Houses.....	278
Mediums	33
Publications	33, 40
Season	70
Mediums for Bank Advertisement.....	96
Men's Wear, Advertising.....	213
Style in	222
Method of Advertising by Banks.....	106
National Brand of Soap, Advertising a.....	307
Nationally Advertised Lines.....	295
Novelties	342

INDEX

383

Over Conservation, Danger of.....	65
Pamphlets	284
Patent Medicines, Advertising.....	263
Persistency in Advertising.....	244
Personality Idea	58
Personal Letters	338
Piano Advertising	169
Copy for	180
Retail	196
to the Public.....	178
Piano Business, Peculiarities of.....	171
Piano Maker Relation to the Dealer.....	175
to the Public.....	172
Piano Makers Advertising to Dealers.....	193
Piano Players	184
Pianos, Co-operation Retail Advertising for.....	186
Pirating in Advertising.....	248
Planning Ahead	292
Planning of Campaign for Advertising by Bank.....	116
Plausible Advertisements	268
Position	274
Positive Advertisements.....	268
Programme Advertising.....	344
Quality and Service Advertising.....	264
Repetition in Advertising.....	251
Retail Furniture Dealers Advertising.....	153
Retail Piano Advertising.....	196
Seasonable Advertisements	270
Season, Mail Order.....	70
Securities, Advertising	120
Show Windows	266
Soap Advertisements, Difficulties of.....	324
Text of	320
Soap, Advertising	307
Soap Advertising, Copy for.....	318
Space, Waste in.....	75
Stove Advertisements, Copy for.....	328
Season for	332
Style in Advertising.....	282
Men's Wear	222

Suburban Bank Advertising.....	91
Tracing Results from Bank Advertisements.....	110
Trade Mark as an Aid to Advertising.....	335
Trade Mark Line Advertising.....	335
Type, Waste in.....	75
Waste, Element of.....	60
Waste in Type and Space.....	75
Window Display in Store Advertising.....	336

